

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLXV, No. 5

NEW YORK, NOVEMBER 2, 1933

10c A COPY

FIVE O'CLOCK and all's well



THE TIME?—

*Five o'clock
any afternoon
this last summer.*

THE PLACE?—*Any of the beaches
of Greater Boston.*

THE GIRL?—*Any one of scores of
Boston housewives due home, to
feed a hungry family, at six
o'clock—and with no maid.*

Did a waiting husband meet her with a barrage of scowls and growls? Not at all! Before she left, at noon, she prepared her dinner and put it in the oven of her modern gas range. Right at the minute you see her—asleep on the warm, white sand—the burner of her oven automatically turned itself on and lit the gas. The oven temperature went up to the degree of heat she had set on the regulator. At six o'clock, just before she and the boys were trooping up the front steps, the oven turned itself off—and a delicious piping-hot dinner was ready to serve.

In a campaign of compelling advertisements The Gas Companies of Greater Boston are dramatizing gas in Boston newspapers as the Great American Servant. Effortless meals; constant, copious, instant hot water; economic, carefree refrigeration; automatic gas home heating—which one match in the fall will start on a season's attentionless service—are featured.

This winter these same maidless housekeepers—and scores of new converts—will be found at the matinees, at their afternoon bridge parties, shopping. Because, through the power of the printed word, this more than 100-year-old fuel—now made superlatively efficient by highly improved appliances—is taking its rightful place in the modern scene.

N. W. AYER & SON, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

It is no coincidence that a national advertiser who has been a customer of the Federal Advertising Agency for twenty-five years should recently have paid his thirty-ninth consecutive cash dividend—and this in face of the severest competitive conditions from the beginning.



444 MADISON AVENUE, NEW YORK

TELEPHONE: ELDORADO 5-6400

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXV

NEW YORK, NOVEMBER 2, 1933

No. 5

This Week —

PROFESSOR TUGWELL is a calm person; but before he gets through with his proposed revision of the **Federal Food and Drugs Act** he will know what it is to fight in a real war. For, looking up for a moment from the fashioning of codes, manufacturers now see clearly the dangers inherent in this measure and are fighting it as openly as they dare. They sympathize with the idea of jailing producers and merchandisers of adulterated foods and poison drugs; but they oppose a projected law that would "paralyze a whole industry for the sins of a few."

A sales manager, moderately hard-boiled, set up a four-month sales quota of \$450,000. Spurred on by a new kind of **sales contest**, his salesmen produced a volume of \$854,500. And that's news! It brings into the headlines in **PRINTERS' INK** this week the General Electric Supply Corporation.

"In the **NRA**, life is just one crisis after another." General Johnson has said he would expect dead cats; and the general is not disappointed. The barrage is on. Henry Ford tossed the first one. And now comes opposition publicly expressed by William Randolph Hearst, Colonel Robert R. McCormick and Colonel Frank Knox. This week, C. B. Larrabee still at his post as war correspondent, surveys the battle ground, reporting shifts in strategy and tactics. "The ballyhooers are



Harris & Ewing
Professor Tugwell—a
calm person

out," he writes, "but their memory lingers on."

* * *

Does **NRA** approval of restricting installation of new machinery help the **capital goods industries**? Sounds like a paradox. Actually it isn't so much of a paradox. At least in one industry makers of capital goods know where they're heading and thereby is established an important marketing precedent.

* * *

Down in the basement, against a white-washed wall, there is a work bench, home made, and on it sits a vise. Under the bench there's a tool chest. Upon these tangible premises, and upon the intangible premise that the resident home-crafter can be developed into a bigger and better buyer of tools, the E. C. Atkins Company is building a **market-extension** program. One of the Atkins program-building tools is a booklet, for which a single advertisement brought in 4,000 inquiries.

* * *

Go back to the issue of September 21 and read the editorial on the Reed amendment. Then read, this week, the **PRINTERS' INK** article on **liquor advertising**. Right as a trivet, we were. Liquor can't be advertised in dry States; and here the States stand up to be counted.

* * *

Again **PRINTERS' INK** looks ahead. Marquis W. Childs describes **controlled economy** as it is applied in Sweden. A live subject, about which we are to hear much from now on. The Swedish standard



of living, by the way, is higher than in the U. S.

* * *

Warren Finch Wright analyzes reader behaviorism in a study of **copy tests**. Study the habits of the reader of your advertising and part of the battle is won. Mr. Wright outlines the "laboratory method," which they know all about in the University of Chicago, where he teaches marketing.

* * *

Another little setback for advertisers who would like to sell things to the Government: The **Veterans' Administration** wants to buy some tooth paste; the Therapeutics Council of the American Dental Association must approve the bids; the Council does not buy by brand name!

* * *

Every manufacturer who now sells or contemplates selling to chain stores, will be interested to know what the **Federal Trade Commission** said last week in its study which deals with prices.

* * *

In Washington there are two schools of thought on advertising. The NRA uses it, urges it. The A.A.A., apparently, believes it should be restricted. Some of the largest advertisers in the country feel that the Government is telling them to **curtail or stop advertising**. How, they ask, can we win recovery without advertising? It is up to the Administration to answer.

* * *

General Motors abandons consolidated selling set-up and makes many shifts of personnel * * * **New England** advertising clubs hold annual meeting * * * **Glass-eye king** dies * * * **Laundry industry** to establish seal of fabric quality * * * Estimated that **Western wine makers** will spend \$5,000,000 yearly on advertising * * * **New cloth** for men's clothes advertised * * * **Mennen** to advertise Christmas Gift Box * * * **National Cash Register** goes modern * * * **Williams Oil-O-Matic** starts off-season sales drive * * * **Food Field Reporter** buys *Grocery Trade News*.

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P. S.
July
Octo
gain
same

Ahead

When the October 28th issue of The New Yorker appeared, 1445 pages of advertising had been published in The New Yorker this year.

Through the corresponding issues of last year there had been published 1411 pages.

It isn't much of a gain. But it feels good to be talking once more about any gain, doesn't it?

THE NEW YORKER

NO 25 WEST 45TH STREET
NEW YORK, N. Y.

P. S. Through the issues of July, August, September and October, The New Yorker has gained 168 pages over the same issues of a year ago.

Beat the Tugwell Bill!

Another Volstead Act, It Will Do to Food and Drugs Advertising What
Has Already Been Done to Securities

By G. A. Nichols

PROFESSOR REXFORD G. TUGWELL who, since the political demise of Professor Raymond Moley, is the chief brain truster of the Roosevelt Administration, has taken upon himself the ambitious job of Volsteadizing and Carrie Nationizing the manufacture and selling of foods, drugs and cosmetics.

He has sponsored a bill which comes up for consideration in the next session of Congress. If enacted it will supersede the present Federal Pure Food and Drugs Act.

Speaking for PRINTERS' INK, I have a great deal of respect for Dr. Tugwell. He is a gentleman at once high-minded, fearless and energetic. But in this particular case he is a theorist of the dilettante variety who is not altogether sure of what he is talking about. He sincerely wants to accomplish some good for humanity and is doing the best he can. But his best, in this case, is pretty terrible.

President Roosevelt brought Dr. Tugwell into the national picture as a result of his deep-seated conviction that some trained brains would perhaps leaven and even sweeten the practical political talent of which there is too much in Washington. He made this eager and iconoclastic professor Assistant Secretary of Agriculture, giving him official supervision of the Food and Drug Administration.

Thus Dr. Tugwell became acquainted with certain flagrant abuses in the manufacture and merchandising of foods, drugs and cosmetics. I imagine he was shocked at what he found out—just as I was ten years ago when a friend who is a chemist in the Government Laboratory in Chicago told me about some things which came under his official observation.

Anyway, the crusading spirit awoke. He apparently felt called upon to save the great American populace from the evils of foods which claim virtues they do not possess, from medicines which kill rather than cure, from cosmetics

which work irreparable injury while perhaps imparting a fleeting variety of drug store beauty—if "beauty" is the proper word.

The result, leaving out many details, was the present Tugwell Bill—a bill described by *Business Week* as a move to "bridle and saddle the food, drug and cosmetic industries."

It is a mischievous and dangerous measure which should be effectually squelched at the next session of Congress—and it will be if its natural opponents arouse themselves sufficiently to understand what it really is and what it is driving at.

This statement is made because of the plainly apparent fact that the Tugwell measure is, in effect, another Volstead Act which, in the form of a Puritanical reform movement, attempts to penalize all because of the sins of a relative few.

A Strong Fight in Prospect

The various industries involved have been so busy during the last two or three months working out codes that they have not had time fully to appreciate the real dangers of the Tugwell Bill. But now they are thoroughly awake. The fur, therefore, will be flying right merrily during the intervening weeks before the convening of Congress. The folks back home are being heard from. If this bill goes through it will only be after the publishing, manufacturing and advertising industries of the country have made the fight of their lives—and if they will keep together

The Signs Say in Milwaukee



Factory payrolls in Milwaukee were up 73 per cent in August over a year ago.

★ ★ ★

The County Relief Roll dropped ten thousand persons in September due to re-employment.

★ ★ ★

New car sales in September were two and one-half times as great as in September 1932.

★ ★ ★

Department store sales are up 24 per cent compared to last year. Check transactions exceed 1932 totals by 16 per cent. Display advertising linage in The Milwaukee Journal is up 19 per cent for October.

★ ★ ★

Have you stepped-up your advertising to keep pace with the growing sales possibilities in this outstanding market? The Milwaukee Journal is the only newspaper you need!

THE MILWAUKEE JOURNAL

W **FIRST BY MERIT** *W*

A large agency is a small agency that has made good. All advertising agencies, like their clients, have small be-

*-ginnings. Most agencies,
like most clients, are work-
ing hard to grow. Only
those doing good work
over a long period of time
ever grow big. B B D O*

BATTEN, BARTON, DURSTINE & OSBORN, *Incorporated*, ADVERTISING
NEW YORK • CHICAGO • BOSTON • BUFFALO • PITTSBURGH • MINNEAPOLIS • KANSAS CITY

they can put up quite a respectable fight.

PRINTERS' INK is opposed to this bill and will fight it because it believes the bill will do to the advertising of foods, drugs and cosmetics what already has been done to securities advertising through the workings of the Federal Securities Act. Securities advertising, as we all know, is just about a thing of the past. President Roosevelt is said to be contemplating a change for the better at the next session of Congress but meanwhile, business suffers.

Nobody who loves the truth will deny that poisoned drugs are on the market. These should be suppressed and the men responsible for making them and foisting them onto the public should be thrown into jail. Ditto with adulterated foods—of which there are fewer than ever before but still too many.

PRINTERS' INK, however, most emphatically objects to establishing a mischievous political censorship over all advertising in these lines because of the iniquities of a minority of offenders. It objects to the imposition of an intolerable hardship upon merchandisers in these lines, the quality of whose products is undisputed and whose methods are beyond reproach.

There are plenty of jails in the country and space for new guests is not so scarce now that the Government is letting up on its prosecutions of violators of the noble experiment. It could be a simple matter to put into cells people who lie about the curative and health-giving properties of the things they make.

Not Necessary to Retard Reputable Firms

But by no manner of means is it necessary to bedevil and retard the reputable and decent manufacturer of foods, drugs and cosmetics—nor to bring about a condition wherein it is practically impossible for him to do business at a profit.

The fanatical zeal displayed in promoting sentiment for this bill reminds one for all the world of a sentimental campaign against the demon rum or a fundamentalist ef-

fort to consign evolutionists to perdition.

Emissaries of the Food and Drug Administration are soap-boxing throughout the country. They address women's clubs, and everybody else who will listen, to create devout sentiment against those who would poison Americans for profit.

In Washington and at the Century of Progress in Chicago are chambers of patent medicine horrors which people are invited to visit and at which they are expected dutifully to shudder. Mrs. Roosevelt visited the Washington exhibit and, according to reports, did a good job of shuddering.

Particularly Unfair at This Time

All this is smart showmanship, considering the lack of mental capacity in the people as a whole. Its perpetration is, of course, unfair—particularly at this time when business men need every ounce of energy to adjust themselves to new conditions. But it also dramatizes to them the need of making a hard fight if they are going to avoid a further surrender of personal rights to political control.

For this proposed law places the manufacture, distribution and advertising of all food, cosmetics and drugs under the supervision of a political branch of the Government. It puts a scientific matter into the hands of a political agency.

It grants sweeping power to a political officer to set up scientific standards and professional ethics, and to interpret as he sees fit every activity involved in manufacturing, processing and marketing foods, cosmetics and drugs. It gives these industries no recourse to the courts in questioning the decision of this political officer. His word becomes the law of the land. One ignorant or stupid administrator could practically destroy an entire industry.

And the strange and ironical part of the whole procedure is that there has been no great clamoring on the part of the public for a revision of the Federal Pure Food and Drugs Act. It is simply something that Mr. Tugwell and his staff want done.

There are conflicting reports as to whether the bill is an Administration measure. The President has not yet expressed himself publicly.

It is hereby respectfully suggested to him, however, that in considering the bill he should remember that the Government ought always to live up to its principles. Recovery is the one big theme of the Administration. Yet Administration officials, including Dr. Tugwell, are seemingly doing their level best to make it impossible for advertising to function. The whole inconsistent proceeding is too ridiculous for words, but that is the true story.

The Government certainly owes it to business in this emergency—for emergency it is—to come clean and say exactly what it means.

Advertisers, as is related in the leading editorial in this issue, are struggling along in a morass of uncertainties. They are eager to do business and would do it if they could be assured of at least a fighting chance that their efforts would not be sat upon by some blundering official in Washington, inspired by his heart rather than by his head.

As one contemplates the Tugwell Bill with its drastic threat to honest business—the threat to penalize all advertising because of the evils of a minority group—he quickly sees why great organizations whose reputation, methods and products are beyond reproach are holding onto their advertising dollars and thus are unwillingly crippling the whole business machine.

It is absurdly easy to make a distorted case against advertising. And there is still enough misleading advertising throughout the general field to make the Tugwell Bill sound plausible to the public.

Hence, even though one may agree with the Tugwell legislation in principle, and recognize its good features, he can easily see that it is full of dangers to industry and to advertising and publishing.

The Proprietary Association summarizes this proposed legislation in four points as follows:

- (1) To prevent self-medication;
- (2) To establish complete bureau-

cratic control over the manufacture, sale and distribution of foods, drugs, medicines and cosmetics;

(3) To secure a reversal of the decisions of the courts;

(4) To transfer the regulation of advertising from one form to another thereby effecting more drastic control and a probability of multiple seizures.

"In its attempt to prevent self-medication," a leading publisher tells *PRINTERS' INK*, "it is alleged to have the backing of the American Medical Association. This association is made up of doctors to whom we, as a class, owe great respect. But the group within it that is trying to build up the organization at the expense of other interests, is a group that does not believe that certain medical products should be advertised. Under this new scheme of things all forms of medical advertising might be cut down to a very great extent and a bureaucratic control established over the manufacture, sale and distribution not only of medicines, but of foods, drugs and cosmetics."

Another mischievous provision of the bill is that any advertisement of a food, drug or cosmetic shall be deemed to be false if it is in any particular untrue or even if it creates, either by ambiguity or inference, any misleading impression regarding the product.

And who is to say whether such impression has been created?

The censor in the Department of Agriculture, of course. He is the sole judge.

Leading food manufacturers have laboratories in which all their products are mercilessly tested—the object being to avoid overstatements in advertising and to tell the exact truth. Working under the shadow of the Government censor, as they will have to work if the Tugwell Bill in its present form becomes law, they would no longer have any assurance that their own earnest efforts will get them anywhere. They would be handicapped. They would not know which way to turn or what to do.

If current medical opinion, de-
(Continued on page 97)

"Utter Nadir of Repartee," but This Consumer Likes It

"Synthetic Enthusiasm" in Balloonistic Dialog Doesn't Deceive, for—
"We Know How Much to Discount Your Zeal"

WELL, maybe it doesn't matter much, anyway.

Advertising men and commentators on advertising fret themselves into cyclical lathers about this advertising technique or that. With acclaim, or with dismay, they view the advent of something new and revolutionary—only to discover that the consumers haven't noticed the difference.

No doubt it's true that we ought to be sufficiently concerned about advertising's effectiveness so that we examine, critically, every detail of its workmanship. No doubt, too, "merciless denunciatory brilliance" often has served to cure silliness.

But about balloonistic dialog, a matter touched upon in **PRINTERS' INK** on several occasions recently, there doesn't seem to be much consumer-anxiety. With reservations, some of them like it. Anyway, this one does.

By B. W. Lewis

THE scoffers have scoffed. The critics, with merciless denunciatory brilliance, have put the witless creators of the present plague of conversational advertising jolly well in their places. Now that it has been exposed in all its egregious detail, may a simple consumer be heard on the subject?

We read advertising and enjoy it, but, bless your hearts, we don't take this stuff literally. We're enjoying the rampageously absurd spectacle of ourselves, dressed up with handsome balloons, talking like a sales manual. Please don't take us too seriously. Don't spoil our fun. We read it with our tongues in our cheeks.

We know that we've been pretty hard to get along with these last few years, very coy and wary, not a little suspicious of your good intentions and good faith. We know that it has been unconscionably difficult to capture our wavering attention. So if you want to doll up your Class-A, paragraph 3-B, sales arguments with a balloon, or put high-sounding words in our own mouths with the hope and purpose of intriguing us to read on and on, we don't mind.

We appreciate this mad clamor for our attention and its hardships for you, and we rather like your giving it to us hard and quick, with or without benefit of balloonistics, so we don't have to wade through the small-type text below.

Besides, we've learned to distinguish with beautiful precision just where the stark, actual fact ends and the synthetic enthusiasm and glamour begin. We know just when, where, how and how much to discount your zeal.

The beautiful lady leans out of her coupe and comments admiringly on her boy friend's (or her husband's, worse luck!) new fall shoes. His conversation is the utter nadir of repartee at its worst. He dabs (verbatim):

Then we're both pleased, for I've never had shoes fit so perfectly, feel so comfortable or last so long as New Yorkers. And you're right about their style.

We weren't aware she had mentioned that.

Better looking shoes simply aren't made. Just think, New Yorkers are now only \$5.50 and \$8.

Now isn't that just like a man! No. I'll admit that we don't talk that way. We never did. Neither do the happy purchasers of New Yorkers. But, if you really want to put those words in the mouth of one of us, it's all right. We know they're your words, not ours. We read the *sense* of your message, concerned not at all with its diction. It's the play, not the stage. The lines, not the actors. It was delightfully modest of you, too, to put this glowing compliment to your shoes in quotation marks. We get you.

We always did wonder how Jim did it. So if you want to tell us pictorially, with appropriate balloons, we're grateful for the tip from the office slacker how to avoid today's troubles from last night's binge. When the story's good, we find no fault with your medium.

Then there is the story of the girl who wanted to enter the beauty contest but was deterred by a pimply skin. The illustrations are a little too pointed and the conversation is stilted, but we're interested in her friend's advice to take pasteurized pills, and we're frankly excited by the last scene of this eventful history where she cops the five-grand prize.

Now we know a girl down the street who had acne and it took long and discouraging years for the vaunted medical profession to cure her. What a fool she was! Four bits worth of Pasteurized pills would have done it in six weeks, sc. this advertisement.

Now we don't believe this story, not a word of it. Worse, it is more than a harmless exaggeration.

Campaign on Ronson Lighter

A list of newspapers and eight magazines will be used by the Art Metal Works, Inc., Newark, N. J., in an advertising drive for the Ronson lighter. The campaign will run from now until Christmas.

Has NYK Account in West

The NYK Line, San Francisco, has appointed Bowman, Deute, Cummings, Inc., as advertising counsel, the appointment applying to the Western division of its advertising.

tion, for it might delude someone into false faith in pills, instead of sensible faith in an M.D.

But, with due discounting, we arrive at the net. These pills are good for the complexion. You made your point. We're not hopelessly literal-minded.

We get a kick out of the wallflower who became a sensation overnight by bathing with red soap. Maybe she only bathed oftener, but a great and good goal was attained, and we believe it is good soap, and we always did like to read about the wise virgins.

The romance of the washed undies intrigues us vastly. You do lay it on a bit thick, but the idea penetrates. The end justifies the means.

Even if her conversation does sound like a specialty man's prattle, we appreciate the neighbor's advice to her friend that Soap-O makes washday a joy. Good advice, despite over-emphasis in its presentation.

We like conversational advertisements, even if it's bum conversation. Quotation marks do add a lot. Novelists put their greatest passages in dialog so we won't skip them. We like balloons. They appeal to us headline hunters. Some day, we'll get fed up with this kind of copy, just as we did with overweening dignity and boraxy price sensationalism. When that time comes you'll know it, and be clever enough to work out a new approach. In the meantime we admire your ingenuity, your colossal self-assurance, your cool arrogance, your impervious didacticism—even when you're not clever. We're broad minded.

Plans Liquor Campaign

Gallagher & Burton, blenders of whiskies since 1877 have advertised the resumption of their business on Black Label Rye Whisky and White Label Scotch Whisky. A large advertising campaign is planned, it is reported. Philip Klein, Inc., Philadelphia advertising agency, is advertising counsel.

Appointed by Lea & Perrins

Lea & Perrins, Inc., New York, has appointed Ruthrauff & Ryan, Inc., to handle the advertising of Lea & Perrins' Sauce.

One night to



CHICAGO

a newspaper

Now in its **THIRTEENTH YEAR**

National Representative E. Boon



gh in the Loop!

83



● One hundred and twenty-one years after the Fort Dearborn massacre, on its approximate site, is enacted nightly, drama more potent than the yelling redskins offered in their historic one-night stand of 1812.

Twenty-eight movie palaces, 16 theatres, two opera houses, a dozen night clubs and a score of cafes—all within the district of Chicago's famous Loop!

Whether he wants undersea tragedy, underworld romance, war in the air or a beguiling dance, the knowing citizen in Chicago consults the city's most complete daily catalog of entertainment and amusement—the Chicago American.

The American carries more lineage on amusements and entertainment daily than any other Chicago daily newspaper.

In one recent issue of the American 238 individual places of amusement were advertised!

If more than 425,000 Chicago American families represent the best market for amusement, their ability to buy the *necessities* of life, which come first, goes without saying.

In this market where at least \$500,000,000 will be spent for merchandise in the next twelve months, manufacturers who will use the American *consistently*, as amusement advertisers do, *can expect and should plan to secure a substantial part of their business.*

AMERICAN

a newspaper

YEAR CIRCULATION LEADERSHIP in Chicago's evening field

represented by E. Boone Organization

Another Governmental Crack At Advertised Goods

Dental Association Dictates Veterans' Purchase of Tooth Paste, and
Branded Names Are Taboo as Buying Guides

SPEAKING about the official attitude of the United States Government toward advertised products, here is a prize example:

The Veterans' Administration is in the market for some tooth paste. On October 13 it sent out a list of specifications to manufacturers who might be interested. The first three of these specifications follow:

A. Type and Grade.

A-1. Tooth Paste or Dental Cream shall be of but one type and grade.

B. Material and Workmanship. Shall be prepared in accordance with best commercial practice under modern sanitary conditions.

C. Detail Requirements. Shall be of a uniformly smooth texture free from dirt or other extraneous matter and impurities, and shall on date bids are opened have the approval of the Council on Dental Therapeutics of the American Dental Association. Bidder shall state the net weight of the contents of the tube which he proposes to furnish, the trade name, and the name of the manufacturer.

[Editor's note: Italics ours.]

And what, as a matter of interest, is the standard by which the American Dental Association judges the product?

Samuel M. Gordon, secretary of the Association's Council on Dental Therapeutics, wrote a letter to a manufacturer friend of PRINTERS' INK covering this point. He sent the manufacturer a booklet and then said:

In addition to the information in

the booklet on the Rules of the Council, the Council, in 1932, ruled that one of the conditions of acceptance of dentifrices by it be that the product be labeled So-and-So's Tooth Powder or 'So-and-So's Tooth Paste,' i. e., either the surname of an individual or the firm name. This action was intended to do away with many of the 'tricky' names prevalent for products of this class.

In other words, the only name that counts is that of the manufacturer; his brand means nothing.

Well-known advertised brands such as Pepsodent, Ipana, and so on, do not interest the Council as such. Therefore, advertising has no part in influencing the purchases for the Veterans' Administration.

The veterans may prefer this brand or that but their tooth paste is not purchased that way.

PRINTERS' INK is told that when analyzing tooth pastes and tooth powders the Council concerns itself only with the ingredients of the preparations, the use and effect of these ingredients and the claims made by the manufacturer.

Thirteen pastes and powders are included in the list of products approved by the Council. Few are nationally advertised preparations.

The veterans under Government care are therefore unable to exercise the usual choice in the selection of a tooth paste—elements such as price, taste, influence of the printed advertising and as one publication puts it, "the soulful tenor in the dental radio hour."

Directs Ely & Walker Sales

D. R. Calhoun has been made sales manager of the Ely & Walker Dry Goods Company, St. Louis. He joined the sales department of that organization in 1922.

Has Gardner-Denver Account

The Gardner-Denver Company, Quincy, Ill., pumps, compressors, rock drills and accessories, has appointed The Buchen Company, Chicago, as advertising counsel.

NRA Clarifies the Course for Capital Goods

Textile Agreement, Considered a Precedent, Points the Way for Sales and Advertising

By Arthur H. Little

THE fog is clearing. The way is opening for the capital-goods industry—which, by its own word, normally employs 8,000,000 workers whose purchasing power now is virtually nil—to move into action.

In Washington recently, business and Government established what is likely to be a precedent.

Voluntarily, the cotton-textile industry surrendered to the NRA the power to veto the installation of additional productive equipment in any of the industry's plants.

Straightway, Administrator Hugh S. Johnson, approving the cotton industry's own recommendations, promulgated two significant rules—

1—Operators of cotton-textile plants must register their machinery; and

2—Before the installation of additional productive equipment, the operators must get, from the NRA, permissive certificates.

"Except," reads the text of Rule 2, "for the replacement of a similar number of units of productive equipment, or to bring the operation of existing productive machinery into balance."

Permissive certificates for the installation of additional equipment, say men who speak for the cotton-textile industry, will not be impossible, or even laboriously difficult, to get. An operator who needs more plant and who can show cause, will be granted his permit.

And for "the replacement of a similar number of units of productive equipment, or to bring the operation of existing productive machinery into balance," he needs no permit at all.

By self-regulation, the cotton-textile industry seeks to curb over-expansion of plant capacity; but both the industry and the NRA leave open the door for the capital-goods producer who would bring

to the cotton mill a new and improved machine to replace one that has become obsolete; and it leaves open the door, also, for the builder who would replace with a new and modern structure an obsolete and antiquated factory building.

In America right now, obsolescence is practically rampant. If we are to believe the capital-goods industry, itself, most of the machinery throughout the consumer-goods industry is so old and inefficient as to constitute a sort of national disgrace; and most of the factory structures are so dark and poorly planned and downright wobbly as not only to impair, seriously, the workers' efficiency, but also to endanger, ominously, the workers' lives and limbs.

This Is the Line Selling Will Take

Therein, then, lies the capital-goods selling talk. Because it will follow the line of least official resistance, and because the cotton-textile instance does seem likely to stand as a precedent for some of the other consumer industries, it is the "indicated" appeal for all those industries that supply, with goods and services, all the industries that produce consumer merchandise.

Capital goods will talk obsolescence. And capital goods will create obsolescence by keeping busy its research staffs, its engineers, its inventors.

That is one line of attack. Its purpose will be educational. One of its instruments will be personal and creative salesmanship by salesmen. Inevitably, another instrument will be advertising.

Already, the advertising is at work. While the capital-goods industry as a whole has been carrying forward a united effort to lay before the NRA its broad-scale

facts and figures, certain of its units have been speaking up for themselves.

Thus far, most of the industrial advertisers, the producers of capital, "durable" goods, have attuned their copy to the text of maintaining production under difficulties.

For example, in the textile field, the Taylor Instrument Companies have urged: "Maintain loom equipment even with shorter hours! Taylor System of Temperature Control assures properly conditioned warps. It cuts down loom stoppages."

In the same field, the Sipp-Eastwood Corporation has advertised: "These machines help you accomplish more in forty hours."

In the machinery field, a typical sales argument, signed by the Baird Machine Company, has read like this: "While nobody wants to run up against the stone wall of overproduction, yet a speedier machine with higher output in place of two slower machines may be just the thing to effect a favorable production cost, which stimulates sales."

Another advertiser has gone a step farther. In display space, the Timken Roller Bearing Company has asked: "Where is the money coming from to pay increased labor cost?" Obsolete, high-cost plants, the Timken copy has pointed out, jeopardize workers' jobs. "In the interest of NRA success—as well as your own—ask the men who build your factory and office machinery this question: 'Where is the money coming from to pay increased labor cost?' They can tell you."

Timken Explains Its Advertising

Timken's purpose is set forth in a panel of text that reads:

"Published by the Timken Roller Bearing Company, Canton, Ohio, in the interest of the machinery manufacturers who are working to put profit into today's business operations—for only through profit can business continue, and workers be assured of continued employment at high wages."

Thus the capital-goods industry serves the industry that produces

consumer goods. But what of the capital-goods industry, itself? Whence are to come its volume and its profits?

These questions are attacked head-on in advertising signed by the Austin Company, engineer and builder.

"The American Eagle," said the Austin copy in newspapers and business publications, "is a two-winged bird."

"Capital-goods production on one side, consumer-goods production on the other—both must get into action if full recovery is to be achieved! The capital-goods industry, which normally employs half of our industrial workers, is prostrated. Millions of its workers languish in idleness. Until they are given employment, there can be no hope for a real, permanent recovery!

A Plea for Support

"We consider this premise of such importance that it deserves the editorial support of newspapers and trade publications throughout the country—the support of business organizations and salesmen, of financial leaders and statesmen. . . .

"How can these men buy food and clothing, automobiles and radios, refrigerators and razor blades, or any of the thousand and one products made by the consumer-goods industries of the country? The Government cannot construct factories; it cannot buy trucks, locomotives, lathes, electric furnaces or welding equipment to give these men employment. Here's the card business must play in the New Deal.

"The manufacturer who scraps an old 'white elephant' plant to eliminate obsolescence and substitute efficiency is doing his part for both his own company and the country as a whole. . . ."

Thus, the first Austin attack. The advertisement offered a booklet, "Why the Scrapping of Obsolete Plants Is Patriotic, Economic, Profitable."

Carrying on, a second advertisement devoted its full-page space to "selling" the booklet. In part

NO MORE GUESSWORK!



"What newspaper gives me the greatest amount of **REAL HOME COVERAGE** in Chicago?"

The answer* is contained in the *first authenticated home coverage survey* ever made in Chicago. Twelve districts already have been surveyed and the results published in an unadulterated, distortion-free report. You'll want a copy. Address the Advertising Director, The Chicago Daily News.

***The Chicago Daily News GOES INTO and STAYS IN more homes in Chicago and suburbs than any other daily newspaper.**

nearly in equilibrium, and with smaller relative fluctuations than in any other period of similar length.

"The most serious present problem suggested by the diagram is that of restoring the production of durable goods. The present campaign to spread work and to increase wage payments can have but little effect in financing the output of capital goods, and the three-billion-dollar program for public works can contribute only moderately. . . . To restore prosperity we must revive the production of durable goods, which involves the floating of corporate bonds, and that, in turn, requires the restoration of full faith in the future of money and credit."

Money and credit—therein lies the rub. Or does it?

Machinery and buildings may have become so obsolete as almost to cease to exist. But corporation surpluses haven't—at least, not all of them.

Surpluses still exist. Indeed, many of them not only have continued to exist, but have grown in the meantime.

At least some of the purchasing power that now lies in the possession of manufacturers of consumer goods need not wait for the lubricant of credit in order that it may pass to the manufacturers of capital goods and thence into pay envelopes that now gather dust in the store rooms of idle plants.

The money is there. But to move, even to start to move, it needs impulse.

And there are surpluses elsewhere. There are surpluses standing to the credit of many of the firms that, themselves, are units in what has been called a "prostrated" industry. There are surpluses standing to the credit of companies that make capital goods.

On this point it is pertinent to quote a highly articulate observer in the publishing field. Colonel Willard Chevalier, publishing director of *Engineering News-Record* and *Construction Methods*, has served as an adviser to the united effort on capital goods' behalf. He would like to see "something done." He would like to see some action

emanate that would break the jam. But, meanwhile—there still is the expedient of advertising.

"In the durable-goods field," said Col. Chevalier, "there are manufacturers who need not be deterred from the use of advertising by lack of funds. There are those that have accumulated large reserves and still have all or a substantial part of them. In some such instances the best efforts of the management have been applied during the last year or so to the conservation of those reserves. Wise enough, no doubt, when the panic was on; but at this juncture it may be wiser to divert some of those efforts from the management of an investment trust to the rebuilding of a business.

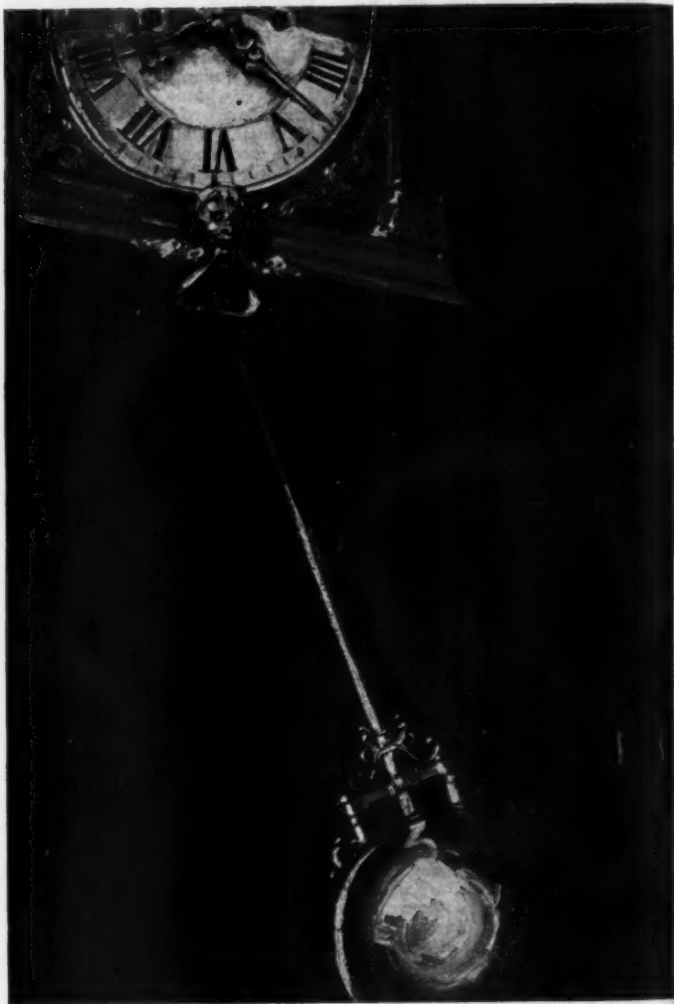
What Constitutes a Business?

"After all, the something that constitutes a business is not the bricks and mortar of which the plant is built, nor the cash securities that lie in its treasury, but rather the reputation, the recognition, and the order-getting power that constitute its earning capacity.

"In every business certain executives are charged with the responsibility of conserving the resources, while others are expected to provide the driving power that creates business and produces profits. It is the job of the sales and advertising executives to marshal the resources of the company for productive effect.

"Sometimes it would seem that those officials who are charged with the duty of conservation are more effective on their jobs than are the men who are charged with the responsibility for progress. Certainly they have managed to hang onto the wheel pretty consistently during the last two years.

"But, however justified may have been their control during a period of deflation and panic, the time has come for aggressive leadership. Now is the time for the sales and advertising executives to unite their influence for progress, to take the initiative and to prevail upon management to take its foot off the brake and step on the accelerator."



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The Inevitable Swing

During periods of business bewilderment, men have always been tempted into the *by-ways* of selling.

Despite costly lessons, the search goes on for some *short-cut* . . . some trick of discount or allowance that may stem the tide . . . some medium that may miraculously *pay*, although it never did in the past.

One of the surest signs of the return to sound business is the inevitable swing back to the newspapers which *built* so many scores of successful businesses . . . and which, in the long run, *kept* them successful.



NEW YORK JOURNAL

**New York's BEST READ, and therefore,
most INFLUENTIAL evening paper**

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

What Salesmen May Contribute to the Advertising

GENERAL ELECTRIC COMPANY
SCHENECTADY, N. Y.

Editor of PRINTERS' INK:

Please send me a list of articles on the subject of obtaining advertising material from salesmen. I recall having seen several in *PRINTERS' INK* on this general subject.

What I have in mind is a preparation of an article for our principal house magazine, urging salesmen to send in ideas and copy material for advertisements. I shall have to give them, of course, an idea of what we need in this line, of what makes good advertising material.

J. L. McLAUGHLIN,
Publicity Department.

A LOT of good copy has been written by men of facile pen and fertile imagination, sitting at desks. A lot of copy requires no more than a facile pen and a fertile imagination. But a lot of advertising could be materially improved by the injection of an outside (or is it inside?) viewpoint, by the solicitation and use of ammunition from "the boys on the firing line."

Theoretically no one knows more about a product than the man who sells it. He knows how it is made, how it stands against competition, how it is regarded by the trade, what it will do for the consumer. In short, his daily task is to give verbal repetition to the elements of which advertisements are themselves composed.

Wise advertising managers have long known the value of cultivating salesmen. The executive who makes a practice of seeing salesmen regularly and talking with them,

gains a first-hand knowledge of facts that can't be acquired any other way.

In soliciting copy ideas from salesmen, it should be remembered that:

1. Salesmen are not writers. Don't expect literary gems. In fact encourage the men to submit raw ideas, rather than polished advertisements. In all probability, an idea, if acceptable, will have to be rewritten anyway.

2. Written contributions are better than oral ones. Some companies invite salesmen to criticize the firm's advertising and offer suggestions for bettering it at conventions. The disadvantage herein lies in the fact that salesmen have a habit of crawling into shells of silence at sales meetings. Better have the salesmen put their thoughts down on paper.

3. It is not necessary to conduct elaborate contests or offer valuable prizes. What salesman is there who doesn't think he can "write advertising"? Small prizes may stimulate contributions; larger ones are apt to stultify them.

4. Instructions, when it is felt advisable to give them, should be kept simple. If the salesman must be told *How to Write Advertising*, steer clear of restrictions which might tend to hamper or mold their thoughts.

Even though their suggestions may not be used, the salesmen who are asked to participate in the beginnings of a campaign are sure to come away with a better understanding of advertising and more wholehearted interest in it.—[Ed. *PRINTERS' INK*.

Returns to O'Mara & Ormsbee

J. Rufus Doig, for a brief period manager of the San Francisco office of Edward Petry & Company, Inc., radio station representative, has again returned to the San Francisco staff of O'Mara & Ormsbee, Inc., publishers' representative, with which he was formerly associated.

Rankin Adds to Staff

Harry T. Neach and Howard Persons have joined the New York office of the Wm. H. Rankin Company. Mr. Neach, who was at one time with *Cosmopolitan*, becomes a member of the magazine department. Mr. Persons formerly was with Lord & Thomas and the Scovill Manufacturing Company.

Atkins' Instruction Books Tap Untried Market

Use of Company's Tools by Amateurs Increased by Telling "How to Do It"

By Carter H. Holland

FOR many years E. C. Atkins and Company, Indianapolis, have distributed each year technical saw books to ten to fifteen thousand home-workshop enthusiasts who have requested the copies. In September, 1930, the company started distribution of "The Atkins Saw Book for Home Craftsmen." It was edited strictly for the home-workshop owner. During the two months following the announcement of this book, the requests for it more than equaled the yearly requests for the technical books. Although the summer months are the slack period in home-workshop activities and interest, book requests increased 276 per cent over 1929 and 338 per cent over 1930.

As far back as 1906 Atkins recognized the home-workshop field as a source for sales volume, but no particular efforts had been made to learn its exact potentiality until 1929. Because large construction jobs are in general turning to power equipment and large lumber manufacturers are delivering lumber with square ends or ready-cut to size and because building programs throughout the country were retarded the last few years, the company's regular channels of saw sales have been narrowed.

A Survey of the Home-Workshop Field

A survey in the home-workshop field had been made by a popular publication among its 300,000 readers. The survey disclosed the fact that the average reader of the publication spent \$37.50 each year for hand tools. This figure influenced company officials to plan a program that would develop and increase sales to the home-workshop field.

As a business builder, the distribution of books is not an entirely new venture. For many years At-

kins distributed technical books, many of them in the home-workshop field. Although the books were written for the men who made a living through the use of saws and the information and data they contained were technical and of little interest to the average man, their influence was realized because sales were slowly developed and increased.

Slight Charge Made for Book

The new book, prompted by the huge sales possibilities disclosed by the survey, was prepared and edited by men thoroughly familiar with the problems and idiosyncrasies of the home-workshop owners. The title was chosen to attract and the contents aimed to be instructive and helpful. A price of 10 cents a copy was placed on the edition to eliminate idle curiosity seekers and to give it a value that would lift it from the free-circular class. The small charge also assisted in defraying publication and distribution costs. Many voluntary testimonials received from readers have stated the book is worth from \$1 to \$1.50.

The book is sized six by nine inches, contains thirty-two pages, with cover of heavy stock and two-color printing. The contents are in eleven chapters, heavily illustrated, and lead the reader from the desire of starting a home workshop to practical plans for location and realizing actual benefits from the utility. Plans for the building of saw horses, tool chests, bench and other workshop equipment are given.

Several chapters are devoted to tools, those required, their selection and care. Because the results of shop labors are dependent, to a great extent, upon the right tools being used, the reader is instructed in detail, not only on the types of

different saws and their major uses, but also on other tools needed. A list of all the tools needed by both amateur and experienced worker is given, also a list of power equipment, such as circular saw tables, hand saws, planes, lathes, grinders, etc. The tool instructions are not of any greater detail than the balance of instructions.

A particularly helpful feature is a chapter which offers 200 suggestions of things to build and where the plans and data for making any item may be secured. For the more skilled and advanced worker there is a home workers' bibliography of various books that are published by leading authorities on subjects such as inlaying scroll work, built-in furniture, carving, etc.

The book's main chapters are devoted to the making of wood joints. The reason wood joints were selected as a feature instruction is because furniture, no matter how old or poorly constructed, is generally serviceable as long as the joints are first class. Practically every home contains furniture with joints which require repair. To induce the amateur to repair the joints in his own furniture is to encourage him in his first efforts because he will be utilizing his workshop in a practical manner from the start. Working plans for making various house, yard and garden furniture projects were not included because it was thought the general publications to the field were thoroughly covering these requirements. The 1931 book, briefly described, was so popular it was issued in four editions.

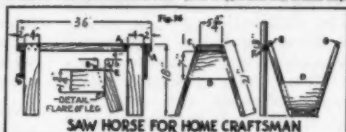
The 1932 book, titled "How To Do It Book," contains forty pages. The contents of the 1931 book are retained, together with complete chapters on metal cutting by hack saws, band saws, circular saws and bakelite bonded wheels. Also forms

are bound into the book for the readers to remove and use in addressing the company if tools cannot be secured from dealers or specific information is desired. The 1932 suggestion list of things to build is increased to 450 items. It is said to be the most complete and

CHAPTER VII BUILDING YOUR SHOP OUTFIT Saw Horses, Work Benches, Tool Box and Cabinet

NOW THAT the home craftsman understands how to make the various types of common joints he will encounter, he is ready to build the working outfit needed in his shop. For, we will assume that he starts with nothing more than the space for his shop, and he resolves to build his equipment himself. With no bench to work on, he should first build

a pair of saw horses. In making them, and other pieces of equipment for his shop, he will utilize many of the most common types of joints treated in the preceding chapter. He will be able to make them with precision for him, and by the time his new shop outfit is finished, he will have confidence in his ability to make almost any type of joints most used in home shops.



Building Saw Horses

For building the saw horse shown in Fig. 36, pine, white wood, spruce, or any other easily worked woods may be used. The design shown in Fig. 36 is one which has been simplified as far as possible for construction by beginners. Many woodworkers prefer a saw horse on which the legs flare toward each end as well as outward, and give more stability. If this style of saw horse is desired, the minor change in leg design can be made as construction proceeds. To build the horse shown in Fig. 36, the following material is needed:

- 1 Pair—12"x12"x12" Post ends.
- 1 Section—12"x12"x12" Post end.

While as mentioned before, a large bit of tools may be bought for the first work, as but a few tools will be needed in making the horses, we will speak of these only.

- 1 Atkins Silver Steel Cutting Off Saw, 10" or 12", No. 55.
- 1 Bell Face Glass Hammer, 12oz.
- 1 Hammer, 16oz.
- 1 Saw, 12", No. 55.
- 1 Plane, 12", No. 55.

Usually failure to make an accurate cut with the silver saw results from an incorrect position in which the fence was not applied in the same plane as the cut. (See Fig. 18.)

Step 1—Draw the two legs and eight legs to given length.

Step 2—With try-square mark pencil lines A (Fig. 36) to fit the legs and square across the top and each edge.

Step 3—Square line B between these lines A' from the edge.

Step 4—Make a triangular saw cut between and inside lines A' from B to C.

Step 5—With chisel cut out the bottom of the groove from B to C.

Step 6—Nail legs in place, using 6d common nails.

Step 7—Place brace D, pencil mark the face of each leg on the brace and saw to the marks.

Step 8—Nail brace with 6d common nails.

Step 9—Plane ends of brace flush with legs.

Step 10—Plane the top of the legs as at E flush with the top.

Step 11—Turn the saw horse upside down on the floor. With a rule, make a pencil mark 18" from the floor as at F, on each leg.

Step 12—Plane a straightedge to these lines and draw a pencil line from one to the other across edge and side of the legs.

Step 13—Saw carefully to these lines, cutting off pieces to G.

Step 14—Turn the horse right side up and it should rest firmly on the floor.

(18)

A page from "The Atkins Saw Book for Home Craftsmen"

authentic list of the sort published.

In order that a follow-up sales effort might be applied, as the 1931 books were distributed, the company notified its dealer nearest to the person requesting the book. A process letter was used in dispatching the information to dealers. Later the letter was discontinued and a United States double postal-card was used. This card serves the same purpose as the letter, giving the name and address of the person requesting the book and also enables the company to receive from the dealer, on the return card, a report of his progress toward

It's True...

An editorial by Paul Talbot in the United Business Service of October 21st, 1933, seemed to us so applicable to Indianapolis and the Indianapolis Radius that we take the privilege of quoting directly from it.....

"It is true that our people are spending less—that they have saved and scrimped. But in general, they are still consuming—our stenographers still wear silk hose and permanent waves—our streets are still crowded with moving automobiles—our movies are still well filled.

No—there isn't a wolf at every door, and to those of us who are on the selling and distribution side of business, it becomes a job of finding the right doors."

The job of finding the right doors in Indianapolis and its radius is not at all difficult. The Indianapolis News has been going in the *majority* of them for twenty-five years. And inside these doors, The Indianapolis News receives the warm welcome and confidence of old friends ... the reader confidence and response a newspaper must have before it can sell the products of its advertisers.

NOW is a mighty good time to enter the right doors with The Indianapolis News!



THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York
Dan A. Carroll, 110 East 42nd St.

Chicago
J. E. Lutz, 180 N. Michigan Ave.

making sales. A check-up report discloses that of the dealers reporting 42 per cent of the inquiries were turned into sales of Atkins products, the purchases ranging from a 10-cent hacksaw blade to the highest-priced saw used in the home workshop.

Books are sold at reduced prices in bulk quantities to dealers with their name and address imprinted. The dealers use them in making window displays along with tools, after which they are sold to individuals. This manner of distribution has afforded dealers hundreds of contacts with potential customers.

The manufacturers first an-

nounced the 1931 book by using thirty to forty words in their general advertising copy. The small announcement produced approximately 4,000 inquiries. Following announcements were full-page size. The 1932 book started off with more requests than for the 1931 book, and continued throughout its duration with better results and four printings larger than the 1931 issue.

This success in the home-workshop field prompted a similar campaign to the farmers which met with equally pleasing results, with the co-operation of county-agents, Smith-Hughes schools, agricultural colleges, and dealers.

Wine Makers to Step Out

WESTERN wine producers, reports indicate, are going to do some aggressive advertising to insure their wines getting their share of the new market which will be opened up with the advent of repeal. Some idea of the extent of this advertising is given in a summary of Western business by the Bank of America, San Francisco.

The bank anticipates that more than \$5,000,000 will be spent yearly. This estimate is based on pre-

Prohibition records, together with projected increases in production and consumption of wine products since 1919.

Recent surveys, according to a special dispatch to the New York *World-Telegram*, indicate California will have approximately 50,000,000 gallons of sweet and dry wines ready for marketing by the first of the year. This amount equals the annual consumption of the State's wines before Prohibition.

Keep, Promotion Manager, "Fortune"

O. D. Keep has rejoined the staff of Time, Inc., New York, which has appointed him promotion manager of *Fortune*. He was promotion manager of *Time* in 1930 when he resigned to take charge of the promotion department of the Condé Nast Publications.

Proskey Makes Agency Change

H. van H. Proskey is now associated with Freystadt-Juraschek, Inc., New York advertising agency. For a number of years he had been with the United States Advertising Corporation, until recently as vice-president.

Death of Elmer E. Colton

Elmer E. Colton, for a number of years with the Baltimore Sun in charge of national advertising, died at that city recently. Mr. Colton was a former president of the Baltimore Advertising Club.

Represent Poultry Journal

Frank W. Finn has been appointed Eastern advertising representative for the *Dixie Farm and Poultry Journal*, Nashville, Tenn. With headquarters at New York, he will cover Eastern territory West to Pittsburgh and South to Richmond.

McClelland Has Own Office

George F. McClelland, until recently vice-president of the National Broadcasting Company, has opened his own office at 21 East 40th Street, New York, where he will continue to be engaged in the field of commercial broadcasting.

With Tracy-Locke-Dawson

Franklin Owen, formerly with the Roche, Williams & Cunningham Company, Chicago advertising agency, has joined the New York staff of Tracy-Locke-Dawson, Inc., advertising agency, as an account executive.

Quota Realized: 190 Per Cent

Four-Month "Gold Rush" Brings General Electric Supply Corporation
\$854,500 in New Lamp Contracts

A FOUR-MONTH sales activity which, during the blackest period of the depression, produced \$854,500 in new lamp contracts, representing a quota realization of 190 per cent, was recently concluded by the General Electric Supply Corporation, at Bridgeport, Conn.

Although the company annually conducts lamp activities during the summer season with uniform success, a depressed sales curve at the beginning of 1933 indicated that plans should be advanced. The campaign was launched on February 1.

The popular interest in the gold standard, numerous mild gold fevers throughout the world, and several current motion pictures plotted on the gold-mining theme gave birth to the "Gold Rush" idea, around which the campaign was built. The activity itself was founded on the famous Klondike Gold Rush of 1897. The twenty-one districts of the company functioned as trading posts, with assayers' offices. The objective was to fill with gold the storage space in all trading posts—a combined objective of \$450,000.

Prospects figured in the Gold Rush as claims to be staked. A signed contract was equivalent to a nugget, the size varying with the size of the contract. These contracts were the equivalent of a year's order for lamps, since, in signing one, a purchaser agrees to buy his own lamp requirements from one source of supply for a year's time, or a dealer agrees to act as agent in selling the lamps at retail for a similar period. The aim of the Gold Rush was to get a minimum of 1,100 such new contracts or agreements.

Progress was facilitated by special prompt reports direct from the districts, the information from these reports being disseminated throughout the organization by regular issues of "The Klondiker," a publi-

cation responsible for creating and maintaining interest in the drive.

Without regard to the district in which they operate, the 280 salesmen were divided into four groups according to their opportunity to secure lamp business. For many salesmen, a relatively large proportion of their total business consists of lamp accounts, while for others the lamp business is secondary to other lines. Within each group were six progressive steps to climb—tenderfeet, prospectors, diggers, panners, sluicers and old-timers—each step representing a definite amount of business gained. The lowest step, at which all started and where those who produced less than \$500 net gain remained, was "snowbound."

Opportunity to Win Cash Awards

Reaching each step meant also a cash award of approximately one-half of 1 per cent. Every salesman in the organization, regardless of what others did, had the opportunity to earn for himself any amount up to \$25.

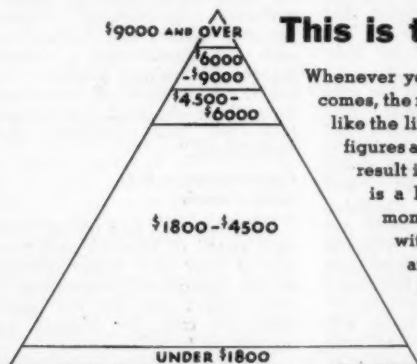
The grand prizes were named "Home Stake Tours," the tour including visits to headquarters at Bridgeport; to New York, with an evening at Coney Island; to General Electric's main offices and factories at Schenectady; and to Nela Park, Cleveland.

These trips, designed to entertain the winners, also served the purpose of showing the ramifications of the company and familiarizing the men with the executive personnel and many of the manufacturing processes.

Four such trips were awarded to salesmen, the top man in each of the four groups being selected.

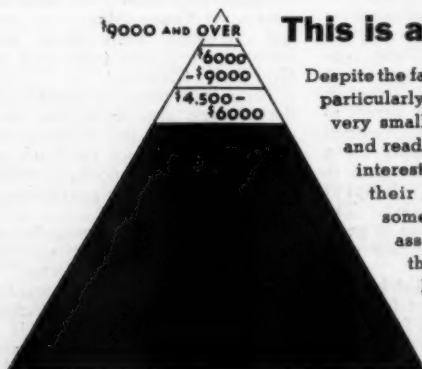
Three other trips were awarded to lamp specialists from the leading districts. (A lamp specialist is a man doing both outside work and office work, specializing on the lamp line and directing the efforts

CIRCULATION



This is the MARKET:

Whenever you classify people by incomes, the result is always something like the little chart here. Juggle the figures any way you want, but the result is always the same: there is a little group with a lot of money, and a lot of people with a little money. This triangle represents New York City—which has more people in the upper income layers than most places!



This is an ILLUSION:

Despite the fact that most publications, particularly newspapers, sell for a very small price; that people buy and read a publication because it interests them, not because of their income—nevertheless some publishers solemnly assert the upper layers of the triangle as their circulation field. And some advertisers solemnly accept the assertion!

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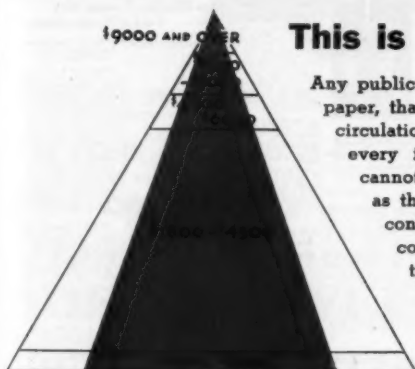
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19000 AND OVER



This is REALITY:

Any publication, especially a newspaper, that interests people, draws circulation from all over the lot, from every income classification. It cannot restrict its readers, as long as they can buy it; it cannot confine its readers to any income classification. It just takes a slice of the whole market of readers, in all classifications. And any claims to the contrary cannot be justified!

ON:

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READ by more people than any other newspaper in the country, The News reaches more kinds of people and more of each kind in every income class. Add to majority coverage, the extra attention value of the small News page, and the minimum milline at an all time low—and you have the first medium in New York these days!



THE NEWS

NEW YORK'S PICTURE NEWSPAPER

Tribune Tower, Chicago · Kohl Bldg., San Francisco · 220 EAST 42nd ST., NEW YORK

of all the other salesmen on this line.)

No placer miner gets very far without proper equipment, nor could the "Gold Rush" business diggers have well succeeded without proper working tools. With this in mind, the Nela Park sales promotion department placed in the hands of every salesman an array of solicitation material calculated to meet every possible requirement. There were prospectuses for industrial plants and commercial establishments, showing the advantages of better illumination and the benefits to be derived from signing a year's contract for lamp supplies. A convincing portfolio outlining the advantages of handling Edison Mazda lamps was prepared for soliciting lamp retailers. For special situations, individual presentations were created.

It would be impossible to attribute the success of the "Gold Rush" campaign to any one thing, but several factors stand out in bold relief.

Chief among these was the campaign structure itself—simple to understand, recognizable, and colorful.

In acquisitive appeal, the "Gold Rush" provided the opportunity for every salesman to win something. For business up to \$5,000 in value, the salesman was sure of cash on the barrel head.

The high prizes were really desirable, and were effectively pre-

sented. When a man had reached his maximum \$25 cash prize, he still had something else to strive for.

Whatever other reasons might be adduced, the fact remains that the

THE KLONDIKER
Official Bulletin of the Klondike Gold Rush
No. 1
Bendigo, Ontario
January 21, 1933

GOLD RUSH IS ON

Homo-Sapiens for Most Able Miners
In addition to the many other...
The Klondike Gold Rush...
The Klondike Gold Rush...
The Klondike Gold Rush...

New Klondike Promises Rich Yield of Precious Metal
The Klondike Gold Rush...
The Klondike Gold Rush...
The Klondike Gold Rush...

Golden Opportunities
The Klondike Gold Rush...
The Klondike Gold Rush...
The Klondike Gold Rush...

Executive Officially Opens Gold Rush
The Klondike Gold Rush...
The Klondike Gold Rush...
The Klondike Gold Rush...

Gold Rush Aims for \$450,000 Net Gain
The Klondike Gold Rush...
The Klondike Gold Rush...
The Klondike Gold Rush...

Regular issues of "The Klondiker" helped to maintain interest in the drive

salesmen had a stiff \$450,000 objective to reach, that they had to work in one of the darkest periods of our nation's business history, and that they finished the intensive drive with the heartening total of more than three-quarters of a million dollars in clear net business gain.

Heads Newspaper Group

The New York Newspapers Promotion and Research Group elected new officers at a recent meeting. Ivan Veit, promotion manager of the New York Times, is the new chairman. Vaughn Weidel, promotion manager of the World-Telegram, is vice-chairman, and Elsa Lane, promotion manager of the New York Herald Tribune, was elected secretary of the organization.

Arnold Broadens Field

Frank A. Arnold, for six years director of development of the National Broadcasting Company and for the last year vice-president of Albert Frank-Guenther Law, Inc., has opened an office at 60 Wall Street, New York, as consultant in broadcast advertising to non-competitive agency accounts. Albert Frank-Guenther Law, Inc., has retained his services exclusively in the financial field.



Business developments come not occasionally, but regularly . . . That's why *Alert* executives read BUSINESS WEEK not occasionally, but regularly. And why BUSINESS WEEK'S *Alert* advertisers win attention not occasionally, but regularly . . .



New England Clubs Re-Elect

AT the annual meeting in Worcester, Mass., of the First District of the Advertising Federation of America, covering New England advertising clubs, Donald W. Davis, of the Springfield Newspapers, was re-elected governor.

George A. Dunning of the Crowell Publishing Company, Boston, was re-elected lieutenant-governor, and Miss Alice McCourt, Washburn Wire Company, Philipsdale, R. I., secretary-treasurer.

Advertising as an aid to national recovery was the subject of an address by Edgar Kobak, president of the A.F.A. He believes there should be inspiration for every advertising man and woman, engaged in the struggle for greater sales and profits, in the fact that the national Administration is advertising-minded.

"President Roosevelt and the men who are working with him in Washington," he said "know the value of advertising and of aggressive sales effort directed at the

right markets. The market in their case is the American people. The product is recovery."

Under the NRA retail code, in the opinion of Lucille Babcock, publicity director of Tower Magazines, there is going to be less compromise and a more complete projection of the kind of advertising the average retailer has always felt he should do, given the opportunity.

The convention was also addressed by Otto Kleppner, president of Small, Kleppner & Sieffer, Inc. He outlined the marketing phases of merchandise from the pioneer to the competitive stage.

"There are other ways of licking conditions today than by hoping for the NRA to solve all problems for us," he declared. He advocated, first, figuring out the stage that a product was in, developing one or more ideas to fit that stage, testing them to see which actually sells the goods and then shooting the works as fast and vigorously as sales warrant.

Stern to Aid Jersey Banks

J. David Stern, publisher of the Philadelphia Record and the Camden, N. J., Courier and Post, has been appointed to serve on the New Jersey State Bank Advisory Commission, a body appointed by the State Legislature to thaw frozen assets of State banks.

Now with Mail-Well Envelope

Herbert J. Darby has disposed of his interest in Taylor-Darby, Inc., Portland, Oreg., direct mail, and has been appointed advertising and sales promotion manager of the Mail-Well Envelope Company, of that city.

Beer Account to Kupsick

Advertising of Connecticut Valley Brewing Company, New York, is being handled by J. R. Kupsick, New York, advertising. Outdoor, direct-mail, newspaper and dealer-help advertising will be used.

Buys "Grocery Trade News"

Food Field Reporter, published by the Topics Publishing Company, New York, has bought Grocery Trade News, from the Butterick Publishing Company. Grocery Trade News will be absorbed by the Food Field Reporter.

Markets Perfume Novelty

A novelty perfumed stick for women's purses, handkerchief and glove boxes, and dresser drawers, has just been put on the market by the Garden City Laboratory, Chicago. Advertising will be handled by M. Glen Miller, advertising agency of that city.

Mulvogue Joins Electrograph

R. E. Mulvogue, until recently advertising and sales promotion manager of The Motor Wheel Corporation, Lansing, Mich., has joined the Electrograph Company, Detroit. He was at one time advertising manager of the Peerless Motor Car Company, Cleveland.

To Publish "Seed Merchant"

Seed Merchant is a new monthly to be published by Burrigide D. Butler, publisher of Prairie Farmer. The first issue will appear in January. Roy Lynnes will be editor and Charles P. Dickson advertising manager.

Appoints Procter & Collier

The Williamson Heater Company, Cincinnati, has appointed The Procter & Collier Company, advertising agency of that city, to direct its advertising. Newspapers will be used.

Copy Appeals for Milk

An Informal Survey of Current Fresh Milk Advertising

EMIL BRISACHER AND STAFF
LOS ANGELES

Editor of PRINTERS' INK:

Would you please send us any stories that you have published lately on fresh milk advertising? If this is not possible we would like to have the dates that such stories have run.

JOHN RIORDAN.

THE advertising of fresh milk, if the recent advertising exhibit sponsored by the International Milk Dealers Association may be regarded as a reasonable cross-section of the current status, is pretty well out of the period of woolly obscurity that it clung to for so long. The old tendency of confining milk promotion to the issuance of cryptic commands—such as "Drink More Pasturebloom Milk"—has been replaced by a definite inclination to inform the reader about milk and its merits.

There are, moreover, fewer cows in milk advertising today. The more progressive dairies are interpreting the story of their product in terms of people, their diets and their well-being.

Turning to the specific, here is a list of the types of appeal in greatest current favor, as evidenced by an informal survey of the above-mentioned exhibit. They are set down in the approximate order of the frequency of their use in the various campaigns displayed. In many cases, of course, additional selling points are worked in along with the featured appeal.

1. Purity. (Sometimes "protection" or "safety" was the key word used, but all three terms amount to essentially the same thing.) The wide employment of this appeal is no doubt in part a by-product of the times. Reduced incomes have impelled many consumers to shop around in the lower price ranges and milk has been no exception. Then, too, competition among distributors has increased in intensity, and purity is the most obvious of

all competitive milk selling points.

For most purposes this type of appeal would seem to be a dangerous one unless very carefully presented. It has a negative intonation that might reflect on all fresh milk by over-emphasizing the purity risk in the consumer mind. Fresh milk, after all, has competition. Condensed or evaporated milk is one source. And so are coffee, tea—and beer.

Moreover, there would seem to be a large enough potential market of non-milk drinkers to render copy appeals primarily directed toward getting customers from another dairy as of decidedly secondary importance.

2. Health. This is an old standby and, of course, a good one when properly dramatized in terms of fresh, human interest.

3. Quality. Nothing particularly new about this one, either. Quality is an easy word to say. The copy writer's job is to make it mean something. One dairy has met this problem with interesting presentations of laboratory evidence.

4. Flavor. This one seems of especial value in reaching the adult market, where the fresh milk people have a good deal of potential ground to gain.

5. Energy. A strong appeal for the adult market, with considerable force also for grown people in their role as parents. In one of the exhibited campaigns this theme was nicely dramatized with action drawings of athletes in various fields.

An Appeal for the Ladies

6. Beauty. This is one for the ladies and is used with particular reference to the eternal complexion problem on the idea that real skin beauty comes from within. A Texas dairy handled this appeal nicely in an outdoor campaign featuring attractive pictures of women.

7. Baby feeding. It is interesting that this appeal ranked among the lowest, although of course refer-

Worcester, Massachusetts

ROCK-RIBBED STABILITY

Back of Worcester's industrial improvement as cited in recent advertisements—

Workers returning by thousands to Worcester factories—Worcester industrial payrolls up 82% from April to September—Worcester's industrial employment reaching 75% of normal by August 26—

Back of these surface signs of prosperity lies the rock-ribbed stability of one of the richest markets in the nation.

In July 1926 Worcester's per capita savings stood at \$887—more than four times the national average.

In April 1931 Worcester's per capita savings stood at \$998—more than four times the national average.

In September 1933 Worcester's per capita savings stood at \$837—still more than four times the national average.

Worcester's average industrial wage* is higher than Boston's—\$143 over the high Massachusetts average.

**As reported in September by the Massachusetts Department of Labor and Industries.*

More than 46% of Worcester families have telephones; more than 34% own their homes; more than 93% live in homes wired for electricity; more than 48% own pianos.

This rich and staple market can be adequately and economically cultivated through these newspapers **ALONE.**

Population of Worcester 195,311; city and retail trading zone (ABC) 433,287.

Of all families in Worcester and throughout the retail trading zone which everyday receive in their homes a Worcester newspaper.

85% Read the Telegram or Gazette in Their Homes Regularly—Six Days Every Week

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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ence was made to it under the main heading of a number of campaigns. Apparently dairies are becoming definitely conscious of the adult market.

8. Reducing. We may see a lot more of this one in the near future. By presenting milk as a food which is a logical accompaniment to the reducing diet because it provides essential elements to maintenance of health, the appeal neatly applies a positive attack to the womanly prejudice against milk's supposed fattening qualities.

9. Nerves. Almost every product that is eaten, drunk, inhaled or otherwise consumed, is being offered as a specific for nerves and

in the minds of some dairies milk is no exception. Perhaps there is something to it, but it would seem that real evidence is called for.

10. Sleep. The drinking of milk at bedtime to induce sleep was mentioned in a few cases.

11. Price. Seldom used as a direct appeal, except in cases where a reduction has recently been effected and is pointed to as a reason for drinking more milk.

In one case an interesting new note was mentioned, that of drinking milk for breakfast. There is certainly a real potentiality in this, for most adults who drink milk probably never think about having it then.—[Ed. PRINTERS' INK.]

Blue Eagle Tracks in Type

THE tracks of the Blue Eagle will prominently mark the typographic complexion of American advertising in coming months. There will be a trend to clear, heavy types, reflecting the powerful design of the NRA insignia and its symbolism of a change in public attitude.

This was predicted by E. M. Diamant, president of the Advertising Typographers of America, at its convention in Chicago last week. He demonstrated how previous typographic trends had mirrored the thinking of the masses.

"The signs of today, if I may express them in type," Mr. Diamant explained, "are solid, strong, unified and clear in their outlines as a massive unit, the same as the NRA emblem. Printed matter in the future will follow the Blue Eagle. Possibly, in the next few months, we will see advertising

pages glorified with solid black designs, heavy Gothic headings and possibly some Cheltenham bold, Cooper bold or Gothic bold for body matter."

Naturally each dramatic period finds its "silver lining" in time, Mr. Diamant noted in conclusion. Typographic history indicates that the Adam and French periods are very likely to follow the massive period.

"One thing is certain. The Caslons, Garamonds, Goudys and Bodonis will remain with us for a long while. They are as fixed in the typographic constellation as the sun, moon and stars are in the heavens. Type styles may come and go, but they will stay with us forever. Use them for the story in your print patterns, but contrast them with fresh decorative display faces typical of the hour in which you live."

Columbus Agencies Merge

Mumm-Romer-Jaycox, Inc., and the Robbins & Pearson Company, Columbus, Ohio, advertising agencies, have merged under the name of Mumm, Romer, Robbins & Pearson, Inc. Officers in the new organization are W. M. Mumm, president; E. C. Blair and H. J. Nichols, vice-presidents; M. L. Mullay, secretary; H. E. Romer, treasurer, and William Mumm, Jr., business manager and assistant treasurer. The company's office will be located in its own building at 33 North Grant Avenue.

Now Griffin Advertising, Inc.

The name of the Florence Griffin Advertising Agency, Cleveland, has been changed to Griffin Advertising, Inc., with Florence Griffin, president, Minnie C. Dietz, treasurer, and Herbert W. Roth, vice-president and art director.

Elizabeth Dunn Pearce has joined the agency as copy and continuity writer.

New accounts are the Ohio Farmers Co-operative Milk Association, and the Stern Hat Company and the Arrow Importing Company, both located in Cleveland.

Is Detroit P

*Look at This Crowd
and Figure It Out*



**93,500 People Paid \$150,000 to
See Michigan-Ohio State Foot Ball
Game at Ann Arbor, Oct. 21, 1933**

The largest crowd that ever attended a University of Michigan foot ball game witnessed the U. of M. and Ohio State classic on October 21, at Ann Arbor. More than 93,000 people—most from within the Detroit trading area—spent \$150,000 to see this spectacle. Is there any more convincing proof of Detroit's ability to respond to rising prosperity? Detroit is showing the most amazing rebound of any major city in the United

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states. Automobile production has topped 1932 and 1931 figures month after month, and will finish the year well ahead of 1932.

1934 will see Detroit showing an even more amazing recovery, for all indices point to an un-
lled demand for goods made in Detroit that has
ardly been touched.

At the end of previous depressions, manufac-
urers who were in Detroit with well planned
dvertising campaigns experienced unusual sales
uccess. It is no different now. The Detroit News,
with the largest circulation in this trading area,
weekday or Sunday, offers adequate coverage of
Detroit homes. For, 84% of its entire weekday
and 95% of its Sunday circulation is concentrated
within easy access of Detroit stores and shops.
Furthermore, 71% of Detroit News circulation
oes to better than average purchasing power
omes. That's why Detroit offers such a unique
ales opportunity . . . now and in the future.

Get in the Detroit market without delay . . . use
The News.



The Detroit News

THE HOME NEWSPAPER

New York

A. KLEIN, INC.

Chicago

J. E. LUTZ

Member Major Markets and Metropolitan Sunday Papers

New-Model Campaign Explained to Stockholders

WHEN the cash register changes its appearance—that's news.

Bringing out new models that differ, markedly, from the old, the National Cash Register Company is announcing the changes by means of four-color advertising in national-magazine space.

The first of the introductory advertisements appeared last week. The second will appear November 18, the third December 9.

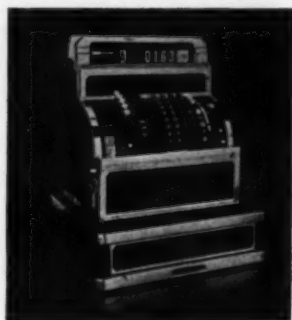
To its stockholders the company has just sent color reproductions of the first and second advertisements, accompanied by the following letter:

"On the first of September, the National Cash Register Company brought out a new line of products. This is the first time in many years that the company has produced new models so radically different in appearance and so greatly improved in mechanism.

"These registers are now on display in all our offices throughout the country, and we invite you to stop in at our nearest office to see them.

"These new machines are the culmination of a year and a half of intensive work by our engineering and the manufacturing depart-

ments. You will be interested to know that the reception of these products, by the merchants of the country, has been very favorable.



THE NATIONAL CASH REGISTER COMPANY ANNOUNCES THE NEW LINE OF CASH REGISTERS. THIS IS THE FIRST OF A SERIES OF THREE ADVERTISEMENTS. THE FIRST OF THESE ADVERTISEMENTS, WHICH WILL BE PUBLISHED IN THE NATIONAL CASH REGISTER COMPANY'S OFFICE, IS THE FIRST OF A SERIES OF THREE ADVERTISEMENTS. THE SECOND OF THESE ADVERTISEMENTS, WHICH WILL BE PUBLISHED IN THE NATIONAL CASH REGISTER COMPANY'S OFFICE, IS THE SECOND OF A SERIES OF THREE ADVERTISEMENTS. THE THIRD OF THESE ADVERTISEMENTS, WHICH WILL BE PUBLISHED IN THE NATIONAL CASH REGISTER COMPANY'S OFFICE, IS THE THIRD OF A SERIES OF THREE ADVERTISEMENTS.

We hope that they will help materially in solving some of our most pressing selling problems.

"Attached to this letter are copies of the first two of three advertisements that will be published . . . to announce the new line of products to the business world. We believe this to be the most effective and economical way to make this announcement."

To Advertise Australia

The Australian National Travel Association has appointed the Campbell-Ewald Company to handle its advertising in this country. A national advertising campaign is being planned to present Australia and the beauty of the South-Sea ports en route to Australia to the traveling American public. The campaign will be handled by the Campbell-Ewald Detroit offices in conjunction with the San Francisco offices of that agency.

New Outdoor Business

The Benjamin Eshleman Company has been formed with offices at 260 South Broad Street, Philadelphia, as an outdoor advertising agency. Mr. Eshleman was formerly for many years with the Poster Advertising Company, Inc., and, more recently with Outdoor Service, Inc. Associated with him is V. L. Chiquoine, formerly sales manager of the Philadelphia branch of the General Outdoor Advertising Company.

What State Laws Say About Liquor Advertising

Part 2 of a Digest of Legislation Which May Cause Publishers and
Advertisers Trouble After Repeal

THAT liquor advertising will not be the source of advertising revenue that has been predicted, is obvious from the actions taken by two Government departments in Washington recently.

Six weeks ago PRINTERS' INK pointed out in an editorial, "Is the Reed Amendment Outmoded?" that so long as this amendment stood on the books, no matter what might be the status of the Eighteenth Amendment, liquor could not be advertised in dry States. This was followed up later by a number of articles, the most important of which was, "Liquor Will Be Illegal in Dry States."

Last week in PRINTERS' INK was started a summary of the State laws based on information gained from Secretaries of States in every State of the Union. This summary is concluded this week.

By Andrew M. Howe

Here is the liquor advertising situation, according to the latest and most reliable information:

Until repeal, liquor advertising that is enunciatory in character and without solicitation of orders will be accepted by the Post Office for mailing even in dry States. Copy must be submitted to Postmaster for approval.

After repeal, it is the intention of the Post Office Department and the Attorney General to enforce the Reed Amendment to the Webb-Kenyon Act.

THERE'S action now, in official circles, respecting liquor advertising. Last week the Department of Justice interpreted the law and stated that its enforcement rested primarily with the Postmaster General. This week the Post Office Department announced that the law respecting liquor advertising will be enforced.

The ruling of Attorney-General Cummings committed the Administration to the view that the Reed amendment, under which wet literature or publications containing liquor advertisements were forbidden to be circulated by mail in dry territory, would still stand despite any repeal of the Eighteenth

Amendment and until repealed specifically by Congress.

Specifically, it was held that no "letter, circular, newspaper or publication of any kind containing any advertisement soliciting orders for intoxicating liquors could be admitted to the mails for delivery in a State or Territory where it was unlawful to advertise or solicit orders for such liquors.

"The Reed amendment applies both to the publisher of any newspaper or other publication or a dealer in liquors who knowingly deposits such matter in the mails," the statement said. "Violations of the act are punishable by fine of not more than \$1,000 or imprisonment for not more than six months, or both, and for any subsequent offense the imprisonment may be for not more than one year."

Now comes the Post Office Department with its announcement that it will enforce the law.

The post office announcement reads as follows:

"The Department of Justice issued a statement to the effect that the so-called Reed amendment (Section 5, Chapter 162, of the Act of March 3, 1917,) prohibiting the use of the mails for the adver-

THE SHADOW IN THE SANCTUARY

FOR the last time, Mrs. Bumpsickle lathers herself with Gollop's Savon de Bain avec parfum.

It makes no difference that she believes, as the Gollop people claim, that this soap tenderly guards the natural erl of the skin, and gently bids the pores to open like a blooming rose. It makes no difference that, due to certain precious herbs and erntments imported at huge expense and coaxed together by a secret formula locked in the breast of Robert Gollop (Founder), this soap rejuvenates tired follicles and does wonders for the jolly old epidermis in general.

None of this matters.

The trouble with the stuff is that you can't hang on to it, and that it smells to heaven besides.

Who said so? Mr. Bumpsickle. And as the cost of Gollop's jazzy Savon de Bain is high, and Mr. Bumpsickle's salary is lower than ever, Gollop's is lathering its last. When the present cake of Gollop's is gone, they will compromise on a less exotic but more widely advertised soap, which Mr. Bumpsickle can afford to pay for, and for which both of them have a reasonable degree of respect.

The above story may seem frivolous. But if it persuades you that the influence of the male in determining the purchases of the female is conceivable even in personal matters of beauty culture, it will serve its purpose. In the choice of



all the more usual things that are mutually used by husband and wife, the shadow of a man stands behind every woman who buys. It pays to tell the story of your product to the husband as well as the wife.

Redbook is the ideal means to this end. Because it is read by men and women equally. Because it is economical—costing 30% less than magazines read by women alone. Because it has a long life (30 days

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THE SHADOW OF A MAN STANDS

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go by before the next issue is out, instead of the weeklies' 7). Longer even than all other monthlies because of the full-length novel complete in each issue which now makes it unique among all the magazines in the world.

Sell the family and you sell all. Advertising in Redbook is like being invited into the living rooms of the 725,770 families you want to sell most. Redbook Magazine, 230 Park Avenue, New York City.



BEHIND EVERY WOMAN WHO BUYS

tisement of intoxicating liquors or the solicitation of orders for such liquors in prohibition States was not affected by the so-called beer act of March 22, 1933, and will not be affected in the event of the repeal of the Eighteenth Amendment.

"The ratification of the Twenty-first Amendment will not, therefore, authorize the Post Office Department to admit to the mails matter which is now unmailable under that statute. * * *

"Advertisements or solicitations of the kind defined in the foregoing statute are not now mailable and in the opinion of the Attorney General will not be mailable to or in prohibition States in the event of repeal. The Post Office Department will be guided accordingly."

The Post Office Department is now preparing for publication a list of the States in which it will still be unlawful to advertise or solicit orders for intoxicating liquors, even if repeal should become effective."

* * *

Some interesting comments and conclusions are presented in a report prepared for the Macfadden Publications, Inc., by the law offices of Joseph Schultz, New York. This report brings out the various aspects of the legal tangle and comes to conclusions similar to those which have been presented in *PRINTERS' INK*. It must be noted that the report was issued prior to the rulings by the Post Office and Justice Departments. One of the angles of the subject which this report covers is that involving the influence on the health and morals of the public of liquor advertising:

What legitimate object can a State Law prohibiting the circulation of periodicals, containing liquor advertising accomplish? If the sale, importation and even the use of spirits is forbidden in that State, the reading of a liquor advertisement can in no way injure the health or the morals of the citizen of that State. All that such an advertisement can do is to educate the citizen of the dry State so that if and when he comes to a jurisdiction

where the imbibing of spirits is legal, he may be in a position to choose between different brands of articles.

It would be just as sound to prohibit the circulation and sale of a book or periodical which contained an article concerning drinking, or advising what wines to order or extolling the virtues of the grape.

The report then reaches this conclusion:

Hence, it is respectfully submitted:

(1) That there is sound legal support for the contention that upon the adoption of the 21st Amendment to the United States Constitution, prior Federal Statutes removing the protection of interstate commerce from the liquor business, will be nullified, and *State Statutes forbidding the sale of national periodicals containing liquor advertising will be unconstitutional and newsstand sales will be legal.*

(2) That despite the belief that the *Reed Amendment* will no longer be operative, that portion of the said Amendment which has been incorporated in the Federal Criminal Code and which prohibits the mailing of advertisements of intoxicating liquors into dry States, should be repealed.

(3) Should the construction set forth in Number 1 hereof not be sustained, appropriate relief can be obtained by simple amendment to existing laws.

(4) Should such relief fail, that a court test be made as to the constitutionality of State laws prohibiting the circulation of national periodicals containing liquor advertisements.

Here is a continuation of the digest of replies received from Secretaries of State whom *PRINTERS' INK* had queried on State Legislation now in force that would affect the sale and/or advertising of liquor after repeal:

Montana: This State passed a local option law which will become effective upon repeal. The act provides for the establishment of Government stores for the sale of liquor. Section 65 reads, in part:

"No person within the State shall . . . exhibit or display, or permit to be exhibited or displayed, any sign or poster containing the words 'bar,' 'barroom,' 'saloon,' 'tavern,' 'wines,' 'spirits,' or 'liquors' or words of like import;

" . . . exhibit or display, or permit to be exhibited or displayed, any advertisement or notice of or concerning liquor by an electric or illuminated sign, contrivance or device or on any hoarding, signboard, billboard or other like place in public view or by any of the means aforesaid, advertise any liquor. This subsection shall not apply to any advertisement respecting beer or malt liquor on a brewery or premises where beer or malt liquor may be lawfully stored or kept by a brewer under the law; provided that such last mentioned advertisement has first been permitted in writing by the Board and then subject to the directions of the Board;

" . . . exhibit, publish, or display, or permit to be exhibited, published or displayed, any other advertisement, or form of advertisement, or any other announcement, publication or price list of or concerning liquor or where or from whom the same may be had, obtained or purchased, unless permitted so to do by the regulations, and then only in accordance with such regulations."

This section does not apply to the State liquor stores or to the Liquor Control Board.

Nebraska: The repeal of the Eighteenth Amendment will leave in force all of the Nebraska liquor laws, which constitute complete, thorough and drastic enforcement of prohibition, including advertising liquors in Nebraska. The Legislature does not meet in regular session until January, 1935. However, at the election in November, 1934, the people of the State will vote upon the question of repeal of the State Constitutional provision prohibiting the sale of intoxicating liquors.

Nevada: The individual counties of this State are empowered to enact ordinances regulating the sale of intoxicating liquors in their respective counties.

New Hampshire: This State has passed an act which will permit local option after repeal.

New Jersey: This State has not yet enacted any liquor control legislation in anticipation of repeal. It is expected that the Legislature will convene on November 14 for the consideration of such legislation.

New Mexico: A local option law was passed this year. No mention is made of advertising methods or material.

New York: An act has been passed providing temporarily for the control and regulation of the manufacture, sale and distribution of liquors and wines in event of the repeal of the Eighteenth Amendment. There are no provisions relating to advertising in this act.

North Carolina: This State has a prohibition law prohibiting the sale and advertising of liquors. The next regular session of the General Assembly will be in January, 1935.

North Dakota: The sale of liquor is still unlawful in this State.

Ohio: There is in force in this State the prohibition statutes concerning alcoholic beverages that have been in force since the enactment of the Eighteenth Amendment. They provide for the administration of prohibition matters through a director, field investigators, etc., with penalties for violation of the liquor laws.

Oklahoma: This State has a prohibition act which prohibits the sale and advertising of intoxicating liquors. The Governor has stated that he does not intend to resubmit the matter of the Eighteenth Amendment to the vote of the people this year and the prohibition regulations of the State Constitution will remain in force until it is repealed.

Oregon: There are no penalties provided by State law for importing, selling or possessing intoxicating liquors. However, in nearly all incorporated cities in the State there are charter provisions and ordinances prohibiting the traffic in intoxicating liquors of more than 3.2 alcoholic content.

Pennsylvania: There are no laws



The SECOND SC

LET US LOOK, honestly and simply, into the question of when a woman buys.

From her birth to her teens, her buying is negligible. During her teens, it grows in swelling crescendo, but it remains unimportant. Her first score of years are essentially not buying years.

From twenty to fifty—her second score and ten—she does most of the buying for her lifetime. During these years, her personal expenditures loom large. She marries. She makes a home. She raises a family. Furniture, linens, kitchenware, china and silver, bedding, vacuum cleaners, washing machines, refrigerators, and oil burners present buying problems for the first time in her life.

These are the years in which she buys food. Up to this period her food has been bought for her. Now she buys food, not only for herself, but also for her family.

These are the years in which she learns how to buy, in which she sets standards and forms habits. They are the years in which she is molded by advertising.

They are the great buying years—the Second Score and Ten.

After fifty—the last score in the allotted life—her buying dwindles. Her home is made and finished. Her wants are simpler. Her children marry and set up homes of their own. Diets, routine, and failing vigor limit her purchases.

ND SCORE *and* TEN



There are, then, three distinct buying phases in a woman's life. They are not, perhaps, so sharply drawn in any one individual case. But, on the average, they break down into these clearly defined groups as definitely as the life expectancy tables of the insurance actuary.

* * * *

SEVEN YEARS AGO, Delineator was remodeled upon a brand-new editorial plan. It was called the New Delineator. Everything between its covers was planned to appeal to the Second Score and Ten.

For seven years that editorial policy has been adhered to rigidly. The result is that today Delineator numbers among its readers a larger percentage of Second Score and Ten than any other general women's magazine.

The truth of this is attested by a recent survey by Dr. Starch,* and also by every survey in which the age of the reader was a considered factor.

Delineator today is the most powerful advertising medium among the Second Score and Ten, the age span of greatest buying potentiality.

* We will gladly send you a detailed analysis of this Survey on request.



DELINEATOR

EARLE R. MacAUSLAND, ADVERTISING DIRECTOR

now in force in this State which will prohibit the advertising of liquors after repeal. There will remain, however, the act of February 19, 1926, which controls the sale at wholesale of liquors and also the manufacture and transportation thereof. A special session of the Legislature is expected to be called.

Rhode Island: This State has anticipated repeal and passed legislation which sets up machinery for taking care of the situation. The liquor commission which this act creates has wide powers, including that of fixing the wholesale prices of liquors. Local option is provided for. There are no provisions affecting advertising.

South Carolina: This State has laws prohibiting the sale and/or advertising of liquor.

South Dakota: This State has prohibition laws that will be in force and effect after the Eighteenth Amendment is repealed. The State will vote on the proposition at the next general election in 1934.

Tennessee: This State will still be a dry State after the repeal of the Eighteenth Amendment, until action may be taken by the Legislature. No such action has been taken yet. The next regular session will not convene until January, 1935.

Texas: The Texas dry law provides that it shall be unlawful to advertise anywhere, on land or water, by any means or method, intoxicating liquors, or to advertise the manufacture, method of manufacture, sale, keeping for sale or furnishing of the same, and provides that it shall also be unlawful to permit any sign or billboard containing such prohibited advertisement to remain upon one's premises or to circulate any prohibited price list, order blank or other matter designed to induce or secure orders for such intoxicating liquors, and provides further that it shall be unlawful for any newspaper or periodical to print in its columns statements concerning the manufacture or distribution of alcoholic liquors directly or indirectly.

Utah: This State's laws are even dryer than the National Constitution. Supplementing the State and National constitutional enactments, there is a direct prohibition law in this State. Both the State and National repeal will go squarely before the voters of Utah in an election to be held November 7, 1933. The Legislature does not meet until January, 1935, and it is certain that no provision for the sale of beverages of more than 3.2 alcoholic content will be permitted until that time.

Vermont: This State has a dry law of its own but there are no provisions against advertising unless the following might be interpreted as applying to advertising: "A person who for himself, or as agent, takes or solicits orders for the sale of intoxicating liquors, shall be imprisoned not more than six months nor less than three months or fined not more than \$500 nor less than \$100."

Virginia: On October 4, the people of Virginia voted to repeal the State Prohibition Law and adopt a plan of liquor control. The plan of liquor control will reserve to each county and city the right by popular vote to prohibit the sale of liquor.

Washington: The people of Washington on November 8, 1932, adopted an initiative measure repealing all laws regulating the sale of intoxicating liquors.

West Virginia: This State has a dry constitutional amendment of her own which cannot be abolished until November, 1934. Until that time whiskey can be sold only through drug stores and must be prescribed by a physician.

Wisconsin: The Legislature of 1933 appointed an Interim Committee to investigate the question of regulation and sale of liquor.

Wyoming: A committee has been appointed by the Governor to study the subject of liquor control laws. The next regular session of the legislature will be held in January, 1935, but it is possible that a special session may be held some time this fall and laws relating to liquor control passed.

Controlled Economy as It Works Out for Consumer

Sweden Does Pretty Well, What with Government Ownership and Co-operatives, and Everybody's Happy

"**M**ANAGED economy" is something that we are likely to hear more about in this land of the free. The fact that we like to think of ourselves as a free people makes it dreadful for us to contemplate the thought of a super-body of men managing our economic life. But Sweden also is a democracy; its people possibly enjoy a standard of living higher than our own. And Sweden has a rather highly developed *managed* business life. What follows is digested from November *Harpers Magazine*, with permission. Mr. Childs, the author, is on the staff of the St. Louis *Post-Dispatch*.

By Marquis W. Childs

IF one were compelled to select in the present moment of flux and chaos a certain area of the earth's surface in order to show the highest good that Western civilization had up to the present achieved, one might go farther and do worse than to choose Scandinavia. One would include, of course, besides the Scandinavian peninsula proper, Denmark, which is allied to it by every tie of race and culture.

And, by good, one would mean the greatest good for the greatest number of people: A civilization in which all the arts and sciences of the West are employed to enable man to live in comfort and peace surrounded by a considerable degree of beauty and order and cleanliness.

* * *

In showing how this planned domestic economy has been achieved Sweden serves as the best example, because it is more highly industrialized than either Norway or Denmark. And the Swede is closer to the American than is the Norwegian or the Dane, if only for the reason that he believes in a high standard of living and spends his money freely for those things that in most European countries are regarded as luxuries for the rich—that is, for a little summer cottage, for a motor boat (instead of a motor car). These the Swedish

worker regards almost as necessities of life.

The State had an investment in business undertakings in 1929—the last year for which complete figures are available—of \$613,452,000. On this investment in that year there was a net return of 6.08 per cent. And it must be recalled that this is in a country of 6,000,000 population, distributed over a large area, much of which is mountainous or forest-covered.

The activities of the State are many and varied. The State owns and operates at a profit nearly one-fourth of the forest area. The State controls and derives a considerable profit from the operation of about one-third of the mines. The State owns and operates at a profit railway, telegraph and telephone systems.

The State generates 34 per cent of the electricity used, and this represents about 80 per cent of the amount used by householders. The State controls and derives a considerable profit from the sale of tobacco and liquor and the broadcasting of radio programs. And it is now proposed to make the importation and wholesaling of coffee and the manufacture and export of arms and munitions also State monopolies.

In other fields co-operation has served to curb the profit motive to

Cash with order outpulls free offer

22,557 to 13,889!

It ran in *The Comic Weekly* on Christmas Day, last year, and it's still pulling! It was a page on Woodbury's Soap, a product primarily for women, and a 25-cent soap at that! Its appeal was sophisticated. Its accent was on smartness. It told a complete reason-why story, with plenty of straight reading matter.

It made two offers for the reader to choose between. One was a straight *free* coupon offer, a cake of Woodbury's Soap. The other required the enclosure of 10 cents with every coupon for a week-end kit.

And the last report, with coupons still coming in, showed that the offer requiring cash with the order had outpulled the free coupon better than 5 to 2!

Chalk up another for Pop-Eye and his pals in *The Comic Weekly*—another record of success to add to the long list already to their credit! It will pay you, Mr. Manufacturer, to study this list. It can't be dismissed. It's available. Why not take a look at it today?



Pop Eye packs a wallop

Pop Eye packs a wallop for ringside advertisers

It isn't claims, it isn't theory—it's results that have jumped advertisers from one page to full schedules in The Comic Weekly—results you're welcome to study.

POP-EYE is a hero with millions. Many a presidential candidate would welcome the friendship of as many people. He packs a greater wallop than Dempsey ever had, but he's kind and gentle to youngsters. And when Pop-Eye tells them to eat spinach he gets more results than all the doctors in America.

A ringside seat in more than 5 million homes is a seat worth having! There Pop-Eye and his pals in The Comic Weekly, distributed through the 17 great Hearst Sunday newspapers, hold more than 15 million spectators breathless with interest.



In The Comic Weekly... "Puck"... which is distributed with the 17 great Hearst Sunday newspapers, you meet Tigger, Jiggs, Bode McNutt, Harvey Gump, Felix the Cat, Skipper, Pop-Eye, Toot and Casper, Little Jimmy—yes, and those old favorites, the Katzenjammer!

With these tremendous features—and smaller strips by the same artists in addition—is it any wonder that more than five million families follow The Comic Weekly "Puck" madly every week?

What an advertising opportunity full page in The Comic Weekly offer!

Who reads The Comic Weekly? Everyone! Because it has an appeal everyone can understand. Children? They eat up every line, every word. And they're the world's best salesmen for any advertiser who knows how to use them to get his product into a home. Grown-ups? An actual survey shows that 72% of all women and 66% of all men regularly read the comics!

To them it's loves, laughs, thrills and tears—the great common denominators of human interest—the fundamentals of all entertainment.

But it's a 100% business proposition to the forty-odd advertisers who regularly use The Comic Weekly. They get their results in good cold cash, or they wouldn't stay.

Get the facts! You're free to look over an impressive mass of evidence any time you say. A call to Columbus 5-2642 in New York, or Superior 6820 in Chicago, will bring you something to think about!

The Comic Weekly

Everybody reads the comics

959 Eighth Avenue, New York City

Palmolive Building, Chicago

the great advantage of the consumer. Co-operative societies own and operate an estimated 10 per cent of all industry, for the most part manufacture for domestic consumption. The co-operatives control between one-third and one-half of the wholesale and retail trade of the nation in food, shoes, clothing, and certain other commodities.

Co-operative societies, together with municipal organizations, have built and sold, on a co-operative basis, about one-fourth of the housing in the two principal cities, Stockholm and Gothenburg. They sell insurance, market agricultural produce, make motion pictures (chiefly for propaganda purposes) and engage in many other activities.

What proportion of the total trade of the country is carried on by the State and by the co-operative societies it is difficult to say. But it has been sufficiently large to serve as an effective brake upon capitalist exploitation in the domestic market. Prices of the principal commodities, rentals, and utility service charges have been forced downward, often with dramatic suddenness, by the aggressive competition of the State and the co-operatives.

How this has been done can be shown perhaps best in the field of electric power. And in this connection I am tempted to recall a conversation in Sweden in 1930. Motoring through the pleasant Swedish countryside with the editor of one of the large Chicago newspapers, we talked of this business of putting the State in competition with private power companies. The editor had only a blustering impatience for such an arrangement. "We don't need anything like that in Chicago," he said. "We have Samuel Insull and he gives us our power and light cheap enough."

* * *

Through co-operation by consumers radical changes in the domestic economy of the country have come about. Co-operation is almost unknown in the United States. There are agricultural marketing co-operatives, and successful ones; but co-operation by consumers in

the manufacture and sale of goods is all but unknown. Nor is it realized what a significant part this has played in Europe.

* * *

While scarcely more than a third of the consumers in Sweden are organized, it is possible that co-operation has had an even wider influence than in England. And the reason for this is the practical direction of Swedish co-operation. In England the co-operatives have been more or less institutional in character; their business has been largely exempt from taxation; the co-operative movement has had a strong political cast. In Sweden the opposite has been true: The first and foremost objective has been to reduce prices to the consumer, regardless of the social and political implications of the means employed to that end. That ultimate socialization of trade and manufacture is a possible goal of the co-operatives is a fact with which the directors of the movement have been only incidentally concerned.

In Sweden the co-operatives compete on equal terms, in regard to taxation and all other considerations, with private enterprise. The central organization is the Co-operative Union, which is the wholesaler and manufacturer for the 786 societies with their membership of 512,268 families (in 1932). In rural areas these societies own and operate usually only one store. The consumers' Co-operative Society of Stockholm has 340 stores.

These stores are specialized to sell food, clothing, meat, bread, and pastry. They are efficient and attractive, such shops as one sees in the smarter streets of an American city. The consumer buys at prices that are customarily a little lower than those of the private stores. Besides this outright saving, he is paid at the end of each year a dividend of 2 per cent on all his purchases. Consumers who are not members of the co-operative society may buy at the shop, but only members are entitled to the dividend.

It is of great interest to note the way in which co-operation has

For the first nine months of the year, The Free Press shows a gain of 8.9% in tobacco advertising, carrying 33.3% of all lineage placed in Detroit. Both other Detroit newspapers showed losses of 20.0% and 22.7% respectively. More buying power per unit of circulation will help you too in making sales in the Detroit area.

The Detroit Free Press

1831—OVER A CENTURY OF SERVICE—1933

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worked to drive prices downward for the whole mass of the buying public. It was not until the Co-operative Union and its affiliated societies were relatively strong that an attack was made upon the trusts. It was considered essential first to have a considerable consumer loyalty. The co-operators' first attack was directed against the margarine trust. Because so much butter is exported to the Continent from Scandinavia, margarine is an important article of diet.

The directors of the Co-operative Union knew that the price charged by the margarine trust was higher than was justified by the cost of manufacture. At the outset the co-operative directors tried to persuade the trust to reduce its prices. Next a threat was tried: The Union would begin the manufacture of margarine if prices were not lowered.

It was not that the co-operative directors particularly desired to go into the manufacture of margarine; they merely wanted lower prices and better quality. The trust ignored their demands, for the Union had not yet demonstrated its efficiency in the field of manufacture. At last, in 1921, the Union carried out its repeated threats and constructed a margarine factory. This has been expanded several times until it is today the largest and most modern of its kind in the country. And the margarine trust soon lost its power, a fact reflected by successive price reductions from which the whole public benefited.

In the flour-milling industry the

co-operators broke the power of another trust in a similar way. Today the Union owns the largest mills. In Sweden overshoes are a necessity of life during the winter, and the Co-operative Union next came to grips with a trust that had for long kept the price of this necessity at an unreasonable level. In this instance the first step taken by the Union was to issue a general proclamation, urging the public to subscribe to an industrial Fund. This action alone was sufficient to cause the trust to cut its price on overshoes more than 50 cents a pair. The directors of the Union felt, however, that even this reduction did not bring the price to a figure based on a fair proportion between the cost of production and the selling price and so the Union went ahead with still another factory.

* * *

Modest as they are, these successful economic experiments by the State and by the consumers themselves have been sufficient to control the capitalist in his operations within the country; in the domestic market it has been made impossible to exploit the consumer to the ultimate limit of his capacity to pay. As a cushion to absorb the worst shocks of the depression Sweden has had also during the last two years a currency managed, and successfully managed, in relation to commodity prices rather than to an arbitrary metallic standard. It is this managed currency which Professor Irving Fisher and other economists have for some time been urging upon the world at large.

Stevenson in New Field

Edward Stevenson, for many years president of Visugraphic Pictures, New York, is now associated with Crosby Gaige, theatrical producer. Three new plays, "Hat, Coat and Glove," "Ragged Army" and "Man in the Zoo" are scheduled to join "Ten Minute Alibi" in Broadway productions this season by Mr. Gaige.

Has Rubber Cement Account

The Union Rubber & Asbestos Company, Trenton, N. J., Best-Test Rubber Cement and Best-Test Speedy Type Cleaner, has appointed Wilson and Bristol, Inc., New York advertising agency, to direct its advertising.

Sears Transfers Shaw

D. Minard Shaw, sales promotion manager for Sears, Roebuck & Company's retail stores in the Philadelphia district, has been appointed to take charge of co-relating merchandising, sales promotion and display for the company's stores in the New York district. Mr. Shaw was at one time advertising manager of the Pittsburgh Dispatch.

Joins Stedfeld

William Prager is now production manager of The H. L. Stedfeld Company, New York agency. He was formerly with the Bartlett-Aldus Press as purchasing agent and with the Leo Hart Company, Rochester, N. Y.

DON'T leave Washington (D.C.) out of your advertising program for the coming year. Important things are happening here. Population rapidly increasing with people you will want to interest in your product.

A compact market comprising Washington City and a 25-mile shopping radius into Maryland and Virginia—economically, conveniently and influentially covered with **ONLY ONE NEWSPAPER—THE STAR**, Evening and Sunday—going directly into these prosperous homes.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.

An Associated Press Newspaper

Member Metropolitan Sunday Newspapers

Member Major Market Newspapers

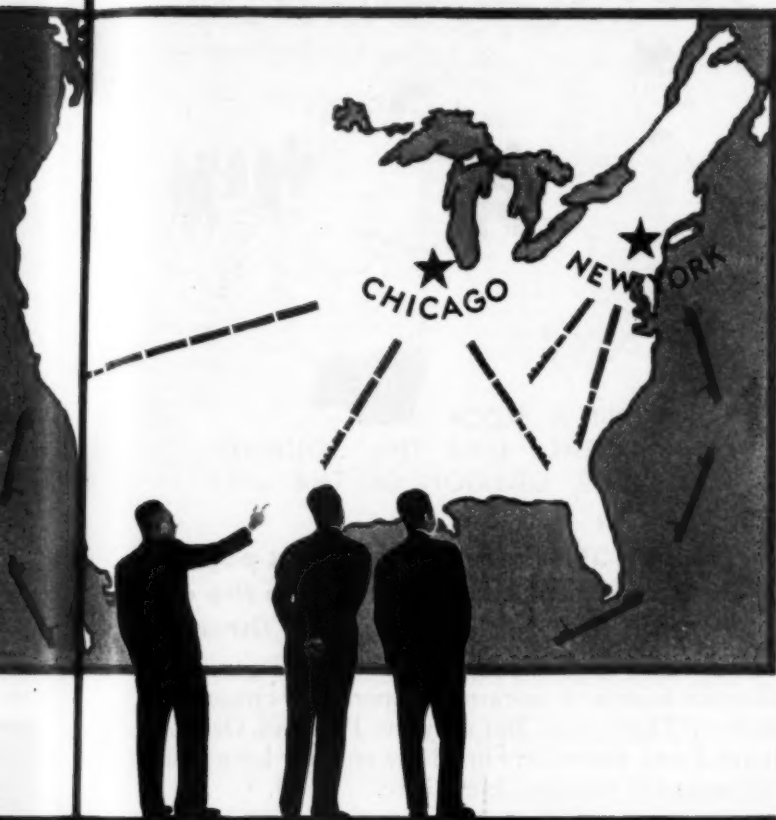


How can we SAVE TIME AND MONEY on our distribution ?

THIS is the question that magazine publishers and editors are asking their circulation managers. • This is the question that must be answered by the distributor of a large mail order catalog. • This is the question of vital importance to the purchaser of printing who must get quick and inexpensive coverage of the entire country. • Among the answers is this: The W. F. Hall Printing Co. with three large printing plants—two in Chicago and one in Dunellen, New Jersey—enables purchasers of magazines and catalogs, as well as purchasers of printing, to save time and money in mailing. • The fact that our customers do save money and time in transportation by rail or boat from one or both of these strategic points, is only one reason why this company has grown to be a national institution.

SUBSIDIARIES: ART COLOR PRINTING CO., DUNELLEN, N. J.

ROTOP



re counts Among our customers are some of the largest buyers of print-
three long—and some of the smallest. Every assignment . . . whether
New Jersey large or small . . . receives the same careful, intelligent and in-
purchase intimate attention.

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W. F. HALL PRINTING CO.

CHICAGO

NEW YORK

Equipped to service economically every printing requirement—large or small

N. J.

ROTOPRINT CO.

CENTRAL TYPESETTING & ELECTROTYPING CO.

FOOTBALL GAME? HOW DO YOU GET THAT WAY?



I HAVEN'T A FLOCK
OF NATURALS LIKE THE JOURNAL
PORTLAND, OREGON ON THE LIST



Certainly NOT—there are only six papers, in cities of equal size or larger, in the entire nation that fulfill the Rule of Three . . .

There would be plenty of time for football games for all space-buyers if more newspapers had crossed the Rule of Three goal. But only the Portland, Oregon, Journal and five others in all the country have made the necessary yardage. Here it is:

- 1** That lead, **like the Journal**, in daily circulation. The Journal is the only daily paper in the Pacific Northwest with over 100,000 circulation.
- +**
- 1** That lead, **like the Journal**, in retail lineage, total paid lineage, daily and Sunday combined.
- +**
- 1** That lead, **like the Journal**, in maximum returns for your advertising dollar. The Journal has the lowest milline rate in the Pacific Northwest.

THE JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York Chicago San Francisco Los Angeles H. R. Ferriss, Seattle

Crisis Is Familiar Word At NRA Headquarters

Hearst, McCormick, Ford and Steel Industry Now in Strong Opposition to Administration

By C. B. Larrabee

IN the NRA life is just one crisis after another. As time goes on more and more important is becoming the opposition to the Recovery Act and darker and darker grows the air as the dead cats head in the general direction of Recovery headquarters.

Already some formidable opposition to the NRA has developed in newspaper ranks. William Randolph Hearst is the latest recruit among the opponents. In a front-page editorial in his newspapers Sunday he showed that he had joined Colonel McCormick of the Chicago *Tribune* in his opposition to the licensing provision so far as newspapers are concerned.

While neither Mr. Hearst nor Mr. McCormick in his heart probably believes that President Roosevelt intends to interfere seriously with the freedom of the press, they are thoroughly sincere in their belief that a licensing provision could be misused to the point where it would interfere with the freedom of the press. They, along with a great many other publishers, feel that the principle is one worth fighting and they are going after it with all guns unleashed.

* * *

In the meantime, Henry Ford is back in the public eye again. The Government has announced that so far as automotive purchases are concerned it will not buy Ford products.

The result is a clearly marked clash of two theories. Those who believe that the Government is interfering too much in business are all for Mr. Ford. Among them are such persons as former Ambassador Henry P. Fletcher who sent a wire of sympathy to Mr. Ford. It is, of course, a coincidence that Mr. Fletcher has the support of Republican leaders.

On the other side, very much against Mr. Ford, are those who believe that it is a manufacturer's patriotic duty to co-operate with the NRA. These people point out that Mr. Ford has always been a lone wolf and that although he announced a \$5 minimum wage some twenty years ago, investigation early this year demonstrated that the minimum wage in his plant was under the figures of twenty years ago. They insist that this is not exactly progress.

Basically, of course, the conflict between the Government and Mr. Ford is based on the latter's unwillingness to enter into collective bargaining with his workmen. In spite of all the wages that Mr. Ford has paid he has never believed in collective bargaining and is too old to change his point of view.

* * *

The serious opposition among the farmers toward the NRA that was developing so rapidly before President Roosevelt's speech seems to have been slowed down. After the President's talk over the air a great many farmers assumed a policy of grim and watchful waiting. They are inclined to believe that the President wants to do what he can and are waiting to see if he and his advisers know how to do it.

Congressman Rainey, by a clever speech to a group of farmers, delivered a serious blow to the farm strike. Strike leaders, however, maintain that the Administration cannot live up to its promises and that the farm strike will continue to grow. In the meantime, at least one farmer has lost his life in strike activities and there are indications that other lives will be lost before the very knotty problems of such industries as the dairy industry are solved.

Anyone looking at the NRA

picture solely in the light of what has just been painted would think that the Administration had made an arrant failure.

As a matter of fact, there are many things on the credit side. Some sixty codes have already been approved by the President and although some of them are highly limited in scope a number of them do a considerable job of cleaning up trade evils.

* * *

In this connection, last week in Washington the six basic principles which in the view of the Recovery Administration cover practically any case of unfair practice in industry or trade, were approved and the NRA has recommended that they be included in pending codes of fair competition.

The six principles are the result of a survey of more than 1,000 codes filed with the NRA as well as various other fair practice resolutions and regulations which have been voluntarily adopted by organizations representing 150 basic industries during the last fifteen years.

The six principles were worked out by a committee representing the Department of Commerce and the NRA. This committee was organized for the purpose of working out and reporting a solution of complex difficulties governing the operations of hundreds of industries which have subscribed to NRA codes.

* * *

The basic principles developed by the committee are briefly summarized as follows:

"Inaccuracy"—Under this heading are the restrictions against inaccurate advertising and other misrepresentations of commodities, credit terms, values, policies and services. Also advertising and selling methods which tend to deceive or mislead the customer, usually referred to as 'bait,' and misbranding. The report points out that the committee recognized that the test of fallibility can be more satisfactorily administered with the scientific approach to accuracy than by the moral appeal to truth with its implied converse. All persons are

liable to unintentional error and are appreciative for having the mistake brought to their attention for correction, but none wants to be accused either justly or otherwise of dishonesty. These rules eliminate from business discipline any moral element and place the adherence to the principle of fair practice on a basis of factual proof.

"Attacking Competitors"—This heading embraces the practices aimed against competitors and their business such as inaccurate reference thereto, claims of generally underselling all competitors, unjustified threats of legal proceedings and, most important of all, selling below cost, which has recently been referred to as 'cut throat' competition.

"Price Discrimination"—Secret payments or allowances of any kind fall within this class, also any discriminatory rebate and consignment except on a bona fide order or in a form that is accountable.

"Commercial Bribery"—Than which there is no greater evil, as it results in the betrayal of a trust, is covered by prohibiting the influencing or rewarding the action of an employee or agent without the knowledge of the employer or the principal and the rendering of an inaccurate bill.

"Breach of Contract"—It is considered in this bracket that the interference with another's contracts or the repudiation of one's own are equally reprehensible.

"Coercion"—Under this caption are the forced purchase of one article by the purchase of another and the discrimination known as a 'black list.'

"In addition to these basic rules, the committee points out that special provisions, many of a technical nature, may be needed by an industry to meet certain conditions not shared by other industries. Such supplementary rules would constitute a seventh group and should not be in conflict with the uniform provisions. They may include the regulation of such subjects as return goods, piracy of design, hidden demonstrator, trading stamps, schemes of chance and scores of others on which there is

a wide divergence of business opinion."

* * *

Whether or not the Recovery Act is eventually repealed because of falling far short of its goal, the fact remains that it has brought into the open trade practices that have bothered industry for a great many years.

To be sure the Retail Code by its language did not eliminate the loss leader but it did show that the Government and honest business are against the principle of the loss leader and frown upon it.

Furthermore, the Retail Code's attack upon the hidden demonstrator has been of great value. Here was a problem that has agitated the drug industry for a great many years but nothing could be done about it because the hidden demonstrator was kept alive by a system of commercial bribery and chicanery which forced the reputable manufacturer often to use hidden demonstrators when he realized that they were not good business for him or anybody else.

By one stroke the Retail Code, if it is lived up to, eliminates this very serious competitive practice.

* * *

A most interesting document was submitted last week to A. D. Whiteside, Deputy Administrator, National Recovery Administration, by the executive committee of the Retailers' Protective Committee of the National Retail Dry Goods Association.

This brief was accompanied by a covering letter which said in part, "The 4,000 members of the National Retail Dry Goods Association are confronted with a serious problem. The products sold in the stores of our membership are made by manufacturers who are members of literally hundreds of trade associations. These trade associations have incorporated into their codes of fair competition many changes that vitally affect retailers and their trading relations with manufacturers.

"This association is wholly in sympathy with the objectives and spirit of the NRA. It pledges itself to co-operate wholeheartedly with

the NRA and with any interested association of manufacturers in the elimination and correction of trade abuses.

"Certain provisions in manufacturers' codes, however, will have such far-reaching effect on retailers engaged in other steps of the economic process that we seek an effective procedure for presenting our position before the Administration. Although scores of store principals are ready to appear before code hearings, they dislike to be placed in a seemingly defeatist position of having to attend numerous hearings and repeated protestations of certain changes in established trade practices.

"Accordingly, we have endeavored in the accompanying brief to outline our position on certain provisions in manufacturers' codes which seriously affect our interests."

The practices are: Quantity and volume discounts, retail price fixing, advertising allowances, demonstrating allowances, shipping arrangements, discriminatory classification of retailers, undue restrictions on justifiable returns, consignment selling, cut-make-and-trim arrangements, and terms or cash discounts.

The brief outlines the Association's attitude toward each of these practices and endeavors to show fairly why the retailers either uphold these practices in part or in whole.

The brief is too long for detailed consideration here but some of the general conclusions are worth studying. Here are those which concern and affect merchandisers most clearly.

The association is opposed to the inclusion in manufacturers' codes of any provision providing for the elimination of discounts granted either for large quantities or for a large dollar volume. It feels that manufacturers who wish to grant these should be permitted to do so provided the discounts are open and available to all retailers under similar conditions.

The association is opposed to manufacturers determining and fixing retail prices either directly or

through wholesalers or jobbers and urges that all provisions intended to achieve this result be eliminated from codes.

It is opposed to the inclusion in codes of provisions providing for the elimination of any advertising allowances. It believes that bona fide advertising allowances represent a co-operative effort between manufacturer and retailer to develop the consumer's interest in new items of merchandise. It further believes that they serve a useful purpose by accelerating the distribution of merchandise by adequate advertising.

The association, however, does favor the elimination of abuses of the advertising allowance and does not favor manufacturers giving them to retailers without a specific pledge on the part of retailers that they will be actually used for promoting a manufacturer's product. It believes that proofs of advertisements paid wholly or in part by manufacturers should be supplied to the manufacturer by the retailer.

It is opposed to provisions providing for the elimination of any demonstrators and allowances for demonstrators. It believes that certain items cannot be sold in retail stores without technically trained salespeople and that demonstrators effect a quicker distribution of a manufacturer's product than would be possible without their aid. It does, however, favor the elimination of unfair practices on demonstrators. While the association does not say so in so many words, the implication is that it frowns on hidden demonstrators.

The association is opposed to any regulations that will determine the prices quoted to various classes of retailers by manufacturers that are not based on either the size of the order or the cost to the manufacturer of selling his various accounts.

It also is opposed to the inclusion of any stipulations that unduly restrict the justifiable return of merchandise to manufacturers.

The association is fighting the provisions prohibiting the placing of certain types of merchandise on

consignment in retail stores. It believes that consignment selling plays an important part in the sale of such merchandise as manufacturers' surplus stock, seasonable items and oriental rugs and fine jewelry.

* * *

All over the country during the last week the retailers have been meeting to determine how best they can put the Retail Code into effect. This code is going to be one of the big tests of NRA.

It is of such wide-spread application and so easy to violate that strict enforcement is bound to be difficult.

The Administration believes that a great majority of retailers in the country want to live up to the terms of the code and that those who are chiselers will be easy to find.

However, it has believed in other cases that the chiselers would be pointed out by their competitors and this has not proved to be so. In a number of industries competitors instead of telling the Administration about the chiselers have imitated them and kept the whole matter a secret.

* * *

It is reported on pretty good authority that General Johnson is planning a tour around the country to speak in support of the Recovery Act and the Recovery Administration.

The necessity for the General's trip is an interesting example of what happens when a product or an idea is oversold to the American public. It is no longer news that the Recovery Act was thoroughly oversold to the American people by unwise ballyhoo methods. The ballyhooers are out but, to quote the popular song, "their memory lingers on."

Death of Marsden B. Fox

Marsden B. Fox, seventy-one, president of the Rochester Lithographing Company, Rochester, N. Y., died last week. He had been with the company fifty-five years. He also served for several years as treasurer of the Rochester Ad Club, of which he was a charter member.

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"VOICE OF EXPERIENCE"

● Beginning with the January issue, Physical Culture, the Personal Problem Magazine, will inaugurate a new department to be conducted monthly by that anonymous radio celebrity, the "Voice of Experience." His first contribution will be a frank discussion of that all-absorbing, eternal and common personal problem—jealousy.

That the "Voice of Experience" department will be a welcome and worthwhile additional feature in Physical Culture Magazine is practically a foregone conclusion. It is right in line with this magazine's long and successful policy of giving authoritative advice to its more than a quarter of a million family readers in their social and personal problems.

In fact, the tremendous appeal and radio popularity of the "Voice of Experience" are based primarily upon the same fundamental human needs and interests which Editor Bernarr Macfadden has always recognized and given full heed to since the day he founded Physical Culture Magazine some 35 years ago. People are first and last interested in themselves. Their own personal problems mean more to them than anything else in the world, the front page news regardless.

This fact is dramatically demonstrated by the air success of the "Voice of Experience." From one nation-wide hookup, he pulled 300,000 problem letters. His weekly mail as a sponsored performer on his single station broadcasts over WOR made real records. At present, the "Voice of Experience" is broadcasting five days for 15 minutes at noon and

one evening a week over the nation-wide network of the Columbia Chain. There is no music on his daily program, no ballyhoo. He is just a quiet voice, giving advice to troubled folks, translating that advice into common help where help is needed.

The "Voice of Experience" qualifies as a personal problem advisor because he can draw upon his own years of varied and extraordinary experience. Trained for surgery, he has studied psychology in the mass and in the mass-unit, in schools and in the field. For instance, he has been a guard in a reformatory, and has swung a pick side by side with convicts who accepted him as one of them. He has sat with judges on the bench and traveled for seasons on Chattanooga circuits with William Jennings Bryan as his opposing debater.

The anonymity of the "Voice of Experience" is not a publicity gag. He tried to preserve it simply because listeners ordinarily unburden themselves more freely to an anonymous voice than they will to a personality. If you doubt this, just you wait and see how the responsive audience of more than a quarter of a million Physical Culture families responds to the "Voice of Experience."

John F. Learter

McCormick and Beck See Menace to Freedom of Press

Speaking on Occasion of Free Press Bi-Centennial Celebration, They Call for Increased Vigilance Under NRA

THE memory of John Peter Zenger, father of the free press in America, was honored on October 28 on the old village green of Eastchester—but a few miles north of New York City. It was 200 years ago that Zenger won an acquittal by jury after he had been arrested by the royal governor of the province on the charge of sedition and libel. The charge was founded on certain references in Zenger's weekly paper which were uncomplimentary to the governor.

It was fitting that the celebration should have had the Eastchester green as its setting, for it was there that Zenger had witnessed a high-handed interference by the governor's representative with the rights of the colonists to hold an honest election of a Westchester assemblyman. In his indignation, this German settler went back to New York and started his paper.

The free press of this country dates from his vindication after arrest, imprisonment and jury trial.

However, as speakers pointed out last week, eternal and everlasting vigilance has alone been responsible for the blessings of an untrammelled press. Congressman James J. Beck, an authority on the Constitution, told of repeated attacks in recent years.

Colonel Robert R. McCormick, publisher of the *Chicago Tribune*, referred particularly to the threat to a free press under the licensing provision of NRA. He told of the recent utterance of Professor Rogers, deputy recovery administrator, who has the newspaper code in charge.

"I note," said Colonel McCormick, "that he says he does not intend to limit the freedom of the press; that the decisions of the Supreme Court will be accepted as final, and that the men who have been championing the freedom of the press have been setting up

straw men to knock them down.

"The first two of these statements I welcome with a whole heart. They are the first intimations of their kind to emanate from such a source.

"As to the third, I'll say politely and still firmly that the gentleman is mistaken. If he were informed of the bitter fight we have had to wage for the freedom of the press in the courts in the last few years I am sure he would not treat the danger so lightly.

"We do not want to triumph over anybody. We only wish to be assured that our rights so hardly won and so hardly preserved are not being destroyed.

"I will guarantee on the part of the newspapers of America that if the charter of their right to freely publish in the interest of the people is fully set forth in the Newspaper Code they will hail the codifier as a patriot."

Another Guard Must Be Maintained

In his address, Mr. Beck warned the press that it must not only guard itself against interference by the Government, but from corruption and seduction by commercial interests.

"Undoubtedly a newspaper must be primarily a business enterprise," he said, "but if it has no higher conception of its function in the State than to make profits, then indeed its usefulness can be little. It is just as bad for a newspaper to be influenced in the expression of its opinions by its large advertisers as by an arbitrary Government."

The celebration was brought to a close in the evening with the presentation of a radio drama by a National Broadcasting staff of artists, depicting the stirring events of 200 years ago which centered around John Peter Zenger.

Price Practices of Chain Stores

Trade Commission Reports on Price Findings and Discovers Much That Is Illogical and Inconsistent

PROBABLY it is just coincidence that the Federal Trade Commission has just issued that part of its chain-store study which deals with prices. If it is a coincidence, it is a happy one because it demonstrates just how illogical and inconsistent is the price structure of chain stores. Since in so many communities chain prices to the consumer are the control prices for commodities, this whole inconsistent structure is of tremendous importance to manufacturers and consumers.

At the present time there is a great deal of discussion in Washington concerning the matter of price-fixing and price control. Certain groups of retailers maintain they would be put out of business by certain price provisions in the suggested retail code. Others insist that unless these provisions are put into effect they will have to go out of business or at least will have their profits seriously cut.

With all this talk about price, it is essential, therefore, that manufacturers, retailers and consumers give serious study to the chain price structure. A good place to start that study is the recent Trade Commission report. This report in its entirety is intensely interesting but it is too long to reprint in full. However, there are a number of significant paragraphs which can be removed from the context and are significant as individual spotlights thrown on various chain price structures.

* * *

"When asked to state whether it is the policy to price their merchandise according to some rules or standards, or whether the pricing of goods is left to the discretion of certain officials, 511 of the 991 chains replying state either that no rule is followed or that it is left to the discretion of the pricing officials. The 480 chains that claim to set their prices according to some rule or standard, however, operate

approximately 70 per cent of the total number of stores.

"Among the 480 chains there are sixty-eight which state simply that their prices are determined by competition, and seventy-six which claim to use a rule but fail to state the character of the rule employed.

* * *

"Pricing at a set average mark-up over cost is the rule most frequently reported by the chains. Next in order is the rule that prices are set by competition, which in turn is followed by the policy of selling at fixed retail prices determined in advance of the purchase of the goods, as exemplified in five-and-ten-cent-store chains. The latter policy is not confined, however, to the policy of selling at a limited number of fixed retail prices, but includes any policy of buying goods to sell at predetermined retail prices.

"When a set mark-up is employed, the cost of the goods is treated as the basic figure and retail prices are set so as to provide the desired profit. When, on the other hand, fixed retail prices are the starting point, the purchase prices paid for the goods must be low enough to yield the chain its profit. The difference between the two methods is a difference in emphasis; the former presumably stimulates the chains to reduce their operating expenses as a means of increasing net profit, while the latter tends rather to emphasize reduced purchase cost as the source of increased profit.

* * *

"Discussion of pricing methods by a number of chain officials interviewed illustrates with considerable detail the various ways in which the losses or absence of profit on staples and leaders are offset by the higher margins obtained on other goods, and in this respect the present report supplements the report on Chain-Store Leaders and Loss Leaders. One chain official criticizes

we are glad, Mr. Peabody, to

"Why is it that circulation curves of general magazines show a pattern over recent years that is contrary in general trend to that of every other business? By what peculiar set of circumstances do they appear to be immune to the laws of economic gravitation which affect all other commodities? By what means and at what expense to the advertiser, have the sales of publication subscriptions been held approximately to the 1929 level, while the sales of other products, including the newsstand sales of the publications themselves, have fallen off materially?"

—From an address by Stuart Peabody, the Borden Company, President of Association of National Advertisers, as quoted in *Printers' Ink*, October 26, 1933.

WE, too, have wondered. When The Literary Digest's circulation began to fall from its 1929 level we accepted the fact as natural under the prevailing conditions, and adjusted our rate downward. If and when we fell below our guaranteed delivery, we rebated accordingly. Advertisers paid a "can't lose" price for Digest space.

We did not then or since resort to any method of forcing circulation or subscriptions.

The result? Advertisers are getting full value in The Digest. Of the 13 leading magazines surveyed by Dr. Starch, The Digest leads in percentage of families with incomes over \$3,000, and over \$5,000. It has 804,204 readers

who are executives, proprietors, or professional people—a total of influential readers exceeding the combined total circulations of Time, Fortune, Business Week, and News-Week (none of which were surveyed by Dr. Starch, because of limited circulations).

Because we reduced our rates instead of forcing our circulation, The Digest now leads all the magazines surveyed by Dr. Starch in low cost per page per 1,000 readers per \$1,000 income.

These factors add up into the reason why Digest advertising is today bringing \$1 worth of verified results for every dollar spent.



How four advertisers have seen results from limited appropriations is described in these broadsides. Send for copies.

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ly, to answer your questions

"One thing advertisers are learning under the stern discipline of mother necessity, is to make a shrunken and comparatively small advertising appropriation go a long way. Result...? An imperative need to judge by results—results from the use of this medium as compared with that."

—From an address by Stuart Peabody, the Borden Company, President of Association of National Advertisers, as quoted in *Printers' Ink*, October 26, 1933.

THE sermon in those two paragraphs is exactly the gospel we have preached throughout 1933: "A little advertising money goes a long, long way to The Literary Digest."

First to reduce rates after the economic upheaval of 1929, The Literary Digest has consistently delivered more value than any other major magazine. Just what 10c will buy today is clearly indicated in the table below.

But not content to rest our case solely on value delivered, we have conducted survey after survey designed to find out whether or not Digest advertisers can trace actual dollars-and-cents results from limited appropriations in The Digest.

To date four such surveys have been completed and the results published in broadside form. In every single case The Digest has ranked first or second in low cost per inquiry and has shown actual sales in enough volume to justify the statement that every one of those four advertisers received \$1 worth of verified results for every \$1 spent!

Copies of the four broadsides are available to any advertiser or agency who feels, with Mr. Peabody, an imperative need to judge by results.

It's your ten cents—How will you spend it?

A study of what 10c will buy in magazine space today

Number of page advertisements delivered	By The Literary Digest	By Time** A Contemporary	By the Saturday Evening Post* A General Weekly	By Cosmopolitan** A Monthly Magazine
for Ten Cents	42 pages	27 pages	38 pages	37 pages
for One Dollar	420 "	270 "	380 "	370 "
for 100 Dollars	42,000 "	27,000 "	38,000 "	37,000 "
for 1,000 Dollars	420,000 "	270,000 "	380,000 "	370,000 "

*Larger page size than The Digest's

**Smaller page size than The Digest's

It's easy to see why every \$1,000 spent in The Digest brings RESULTS

the Literary Digest

the consuming public for demanding excessive price reductions on some classes of goods while paying without complaint more than a reasonable price for other classes.

* * *

"Sixty-two per cent of the reporting chains have no rule against pricing goods below net purchase cost, and 74 per cent of them have no rule against pricing goods below net purchase cost plus cost of doing business.

* * *

"Although 70 per cent of the 1,673 reporting chains claim that their selling prices are identical in all their stores, the great majority of chain stores and sales reported are on a non-uniform price basis. The 502 chains which report the selling prices of their stores as not being identical account for about two-thirds of all stores and seven-tenths of all sales reported.

* * *

"About one-quarter of all chains reporting variations in selling prices state that their prices vary between different sections of the country, while a trifle over three-quarters report their prices as varying between different cities in the same section, and only three-tenths state that their prices vary within the same city.

"It was possible to check the returns of about a score of chains against data gathered in the Commission's field study of chain and independent store prices. This check-up showed that at least seven chains operating almost 20,000 stores (or more than 30 per cent of all stores reported) failed to report intracity price variations in answering the schedule question although they are in actual fact characterized by such variations. In addition about a score of other chains, which reported in their schedule replies that there is no variation whatever among the selling prices of their stores, were interviewed on price policy by agents of the Commission, and in every one of these the officials stated that prices vary between their stores.

* * *

"The price and margin data gath-

ered by the Commission show that 10.4 per cent of the price quotations obtained from the stores of food chains in three large cities varied from the quotations furnished by chain headquarters. These variations were divided almost equally between store prices above and below headquarters prices. More than three-fourths of the total variations were within 2 cents of the headquarters figures; and almost one-half of them varied by more than 10 per cent or more from the headquarters figures. Slightly over 1 per cent of all quotations obtained in the chain stores varied by 20 per cent or more from the quotations obtained at headquarters.

* * *

"A considerable number of chains state that competition determines the rule or standard which they employ as a basis of pricing their merchandise. While such policies may reflect how chain officials feel about it rather than the actual basis of chain-store pricing, they probably do serve to indicate the extent to which chain stores have made prices and price competition a central feature of their merchandising policies. Over 36 per cent of all the reasons cited by chains for price variations among their stores was attributed by them to the necessity of meeting competitive conditions.

"Some of the chains interviewed with regard to price policy express a broad and unqualified purpose of meeting all competition, as illustrated by an official of a candy chain who says on this point, 'We meet and beat it, and this applies to all kinds of competitors and all lines of merchandise carried.' Other chains state definitely that they do not meet certain types of competition. Several chains claim to place some limitation as to the kind of competitors whose prices they will meet, confining such efforts to chains in the same line of business as their own and at the same time generally conciliating price-cutting of independents and ignoring special sales or sporadic price cuts. Chains also make some distinction as to the kinds and classes of commodities which are

most subject to competition or on which they make most effort to meet all of the competitive prices.

"Some chains profess to follow, but never to initiate, price cuts, although, as shown by one instance of price-cutting described in the report, each of two chains engaged in a competitive conflict may claim that the other is the aggressor. More drastic methods of meeting competition by the use of specials or loss leaders are illustrated by an official of one variety chain who says, 'Rather than simply cutting prices to meet competition we prefer to shoot specials into the town until the competitor gives up his warfare.'

"The most important protection from the effects of direct price competition, as revealed by statements of chains interviewed, is the development of their own private brands. Also, in meeting competition several chains state that at times they seek the co-operation of manufacturers to force competitors to cease undesirable price-cutting. This may take the form of getting lower prices on merchandise from the manufacturers, obtaining special kinds of merchandise for the occasion, or it may take the form of a threat by the chain to buy elsewhere, if the price-cutting on the manufacturer's goods is not stopped.

* * *

"Large chains operating over a wide territory have one inherent advantage over smaller chains or independent retailers with respect to price competition. The source of this advantage lies in the fact that such an organization is able to average the profit results obtained from its stores in the numerous localities where it operates. If its store or stores in a particular locality are faced with severe price-cutting and are operating at a loss, such loss may be offset by profits earned in its stores in other localities where competitive conditions are less severe.

"For this reason the large chain can generally hold out longer on the defensive side of a protracted local price war, or, if it takes the

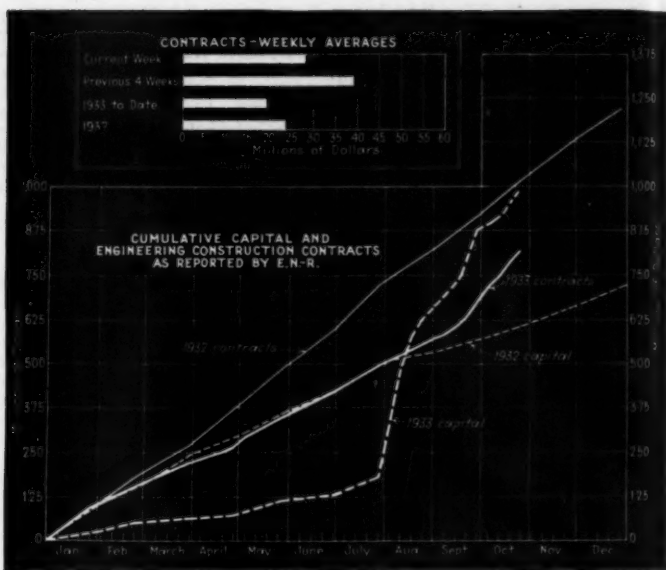
offensive, can inflict greater injury upon its competitors with less harm to itself. While a large chain, because of its widespread operations, will generally encounter competitive difficulties more often than any one independent, not one of these localized encounters, nor perhaps all of them put together, will affect so large a proportion of the chain's business as that of each of the independent competitors.

* * *

"The competitive advantage of chains over single-store competitors, arising from the fact that chains do business in many localities, is most aggressively pursued on those occasions when chains cut their prices locally below the prices of their competitors in that locality, while maintaining prices in their other stores.

"Discussion of this question by officials of leading chain organizations indicates that it is a quite usual practice among them to cut prices locally not only to meet, but to go below, the prices of their competitors. A few chains say that this is against their rules, but exceptions to the rule appear even among these few. Others refer to such undercutting of competitors' prices as a matter of course, while a few of them illustrate the effective use that may be made of this powerful competitive device.

"In addition to these competitive price cuts, it is apparent that the pricing of specials and the reduction of prices to stimulate the volume of business of a particular store also lead the chains to sell at different prices in different communities. Whether or not price reductions made for the latter purposes result in prices lower than those of competitors is a matter with which the chain-store executives interviewed do not seem to be particularly concerned. And in this connection it is interesting to note that, although perhaps aware of their existence, chain-store officials in discussing their price policies make little or no mention of State or Federal laws against price discrimination as influencing or limiting such policies."



ENGINEERING-CONSTRUCTION WORK

Contracts Awarded in July	\$ 50,368,000
" " " August	74,338,000
" " " September	106,677,000
" " " October	141,782,000

IS PILING UP EVERY MONTH

We know definitely that the engineering-construction industry is going into 1934 with a greater volume of actual work underway than was true a year ago. The upturn, slightly visible in August, became real in September and October. It is going strong right now. Note how capital is thawing out. Watch the contract-awards curve every week in ENGINEERING NEWS-RECORD.

ENGINEERING NEWS-RECORD

McGraw-Hill Publications

THIS MEANS BUSINESS THIS FALL

AND WINTER FOR EQUIPMENT

AND MATERIALS MANUFACTURERS

It means that the increasing abundance of capital spells still greater construction two and three months hence. (Note how the construction or contract curve jumps after the release of capital.)

It means every conceivable type of engineering-construction project, calling for the machinery, equipment and materials of industry.

It means increased winter employment for millions in the construction front lines and behind the front in manufacturing plants.

It means (most significant to sales and advertising men) that those companies that are advertising steadily in *Engineering News-Record* and *Construction Methods* are well fixed to land some orders this winter.

Laundry Industry Establishes Seal of Fabric Quality

Lessening of Claims That Come Out in the Wash Is Underlying Purpose of New Testing Plan

TO serve the cause of verified quality in the merchandising and advertising of wash fabrics and thereby contribute to the solution of an age-old laundry problem, the American Institute of Laundering has established a seal of approval for textiles. The Institute, which is a research unit owned and operated by the Laundryowners National Association, will make the insignia available to textile converters and others in the industry whose products survive its laundering tests for shrinkage, fading and durability.

The plan has been in operation in a preliminary way for about six weeks and received final approval of the directorate of the Laundryowners association at the annual convention at Milwaukee two weeks ago. To date two converters are using the seal in their advertising to the trade. Four others are currently making arrangements.

In setting up this service, the angle of the laundries is to cut down the burden of claims for damage to fabrics in laundering, which has long been a serious one. Such claims, according to Harry L. Bird, director of publicity of the association, may run from one-half of 1 per cent of total volume, for a very good laundry, up to as high as $1\frac{1}{2}$ or 2 per cent. The monetary expense is considerable, because general laundry policy is to make good on all but the most unreasonable claims rather than lose a customer. And over and above that, the factor of ill-will often enters in, whether the claim is paid or not.

It is unnecessary to take the laundries' word for it that in many cases the fault rests, not with the laundering, but with the fabric, especially in the recent bargain-hunting years. If, as is hoped, an emphatic consumer acceptance is eventually built up for fabrics and garments bearing the laundry-

tested seal, some part at least of the claims problem will be eliminated at the source.

From the standpoint of the converter, or the large manufacturer who does his own converting, the testing plan is offered as a means of proved identification whereby the quality operator may set his goods definitely apart from cheap competition. Moreover, the laundering problem may hamper the progress of an entire field. A case currently in point is men's wash suitings, which have grown rapidly in acceptance in recent years. Since the fit and looks of wash suits depend so much upon how they stand up under laundering, experience of consumers with cheap suits may lead them to discriminate against all such garments. The laundry-tested seal may help to overcome a blanket impression caused by inferior fabrics, and, as a matter of fact, it is in this field that the seal will probably find its first wide application. The two converters operating under the plan now are using it for men's wash garments.

Qualifications for Use of the Seal

To qualify for the use of the seal, the textile operator enters an agreement with the Institute to submit samples of his products at regular intervals. The Institute launders each lot by standard methods and then scientifically measures the effects on the laundered cloth and compares it with the unlaundered material. If it meets specifications, permission to use the seal for that fabric is granted. Since the association has been studying and testing fabrics in behalf of its own membership for sixteen years and the machinery for the work is already set up, the cost to the applicant covers only the actual expense of each test and is relatively low.

In addition to the systematic check-up of mill samples by the Institute, fifteen or twenty laundry-owners will buy finished garments made from the label-bearing fab-

qualified is planning to feature it in national advertising next spring. Later it may be that the Laundry-owners' association itself will run some advertising to further dealer



LINEN SHRINKAGE SOLVED by Sanforized Shrink

Shrinkage in linens is a variable quantity, due to individual differences in yarns and weaves. One piece of linen may shrink 2 1/4% per yard in length and another, even though the same construction, may shrink 4 1/2% per yard in length. Therefore, there is a rather general impression that shrinkage in linens cannot be controlled absolutely.

Sanforized-shrink solves the linen shrinkage problem. Linens that are Sanforized-shrink will not shrink out of fit since each lot is completely and permanently shrunk in accordance with exact amounts predetermined by preliminary test of sample.

Robert Milliken & Co. offers a complete line of linens Sanforized-shrink that will not shrink. Properly constructed of superior yarns, woven in correct widths and specially finished, these

linens are thoroughly tested by and acceptable to the American Institute of Laundering so that the minimum of wear, stain and discoloration is alike safeguarded.

A selected list of clothing manufacturers will be authorized to use the silent salesman tag illustrated guaranteeing that nothing will not shrink out of fit—if the garments they produce are approved by Fashion Merchandising Bureau.

Complete information on new line of "Sanforized Shrink" for men's and boys' clothing will be furnished on request by Robert Milliken & Co., Inc., 121 Franklin Street, New York City.

SANFORIZED PROCESS OF CONTROLLED SHRINKAGE

Tags, attached to finished garments or to bolts of yard goods, carry the seal to the retailer and consumer

rics in retail stores each month, at the converter's expense. These will be sent to the Institute for thorough testing also, thus giving a double check on launderability.

The seal of approval is carried through to the retailer and the consumer by means of tags, attached to finished garments or, in the case of yard goods, the bolts. One of the converters who has

and consumer acceptance of the label.

The seal itself is simple in design, consisting of the words "Laundry Tested and Approved by American Institute of Laundering" arranged in a circular pattern. The identification plan was developed by George H. Johnson, director of research for the Laundryowners National Association.



Doing a Good Job

TIME, INC.
NEW YORK

Editor of PRINTERS' INK:

A brief note of congratulation to PRINTERS' INK for the splendidly instructive manner in which you have given publishers sane information on the question of liquor advertising. It has been a definitely helpful contribution.

C. D. JACKSON,
Assistant to the President.

Turck with Ziff

Louis W. Turck, formerly with the S. C. Beckwith Special Agency, Inc., is now with the W. B. Ziff Company, Inc., publishers' representative, New York.

Rejoins Graphic Arts Company

Tolbert C. Miller, who, for five years previous to 1923 was associated with the Graphic Arts Company, Hartford, Conn., direct mail, has returned to that organization as vice-president in charge of sales. For the last eleven years he has been in sales and advertising work in the Middle West.

Represents Negro Paper

Barry T. Mines, publishers' representative, New York, has been appointed national advertising representative of the *Citizen*, new Negro daily being published in New York. Premature reports were incorrect in stating that the Thomas F. Clark Company would represent the paper.

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Pe

ity to Advertisers in **THE NEW YORKER**

The New Yorker is such an important medium to many advertisers that a heavy responsibility rests upon the publishers to maintain the highest standards of printing to reflect the style and quality of the merchandise featured.

Fine printing depends on two things—the excellence of the paper and printing technique. In line with the policy of the New York and Pennsylvania Company since its founding in 1890, we consider it our duty to relieve our customers of all worry as to quality and uniformity of paper supplied by us, as well as promptness and regularity of deliveries. That is *our* responsibility to the advertisers in *The New Yorker*.

Employment of the most scientific methods of manufacture and the most scrupulous inspection—which we consider of especial importance—has enabled this company to improve both the quality of its product and its service, even while business has been passing through the most critical period in history.

We are now in a position to assume a few new contracts from publishers of general and trade periodicals of small circulation, as well as publishers of house organs. But no contracts will be accepted beyond the ability and capacity of our mills to meet our iron-clad standards of quality and service. We stand four-square with our customers, firm in the belief that "From Whom You Buy is just as important as To Whom You Sell."

Pennsylvania Company, Inc.

General Offices: 230 Park Avenue, New York

Off-Season Drive for Better Sales

THE Williams Oil-O-Matic Heating Corporation, Bloomington, Ill., is initiating plans to spur its distributors to greater effort during November and December. These are months which, in the past, have been lacking in aggressive merchandising effort because they were considered off-season.

The two-month drive was announced to the dealers and their salesmen in regional meetings. This also is a departure in policy, all meetings heretofore having been held at the home office.

The company is convinced that people are going to follow the NRA urge to buy. It feels that it is up to itself and its dealers to make certain that the buying will include a representative share of Oil-O-Matic burners and hot water heaters.

As evidence that dealers are not being requested to follow a will-o'-the-wisp, Earl Ross, sales manager, cited recent sales figures. August sales were 120 per cent ahead of July; September sales bettered those of August; October continued to show improvement. "Isn't it logical to reason," he asked, "that with a definite plan built to keep sales moving, we can carry on and forget so-called seasonal handicaps?"

Advertising Copy Will Answer an Objection

The principal handicap, he declared, was due to the factory and sales headquarters not pushing the sale of oil burners in oil-burning months. Advertising copy, he said, will tackle the objection which the trade has had to meet from consumers that installation in cold weather will be an inconvenience. This was described as not a problem of marketing but a problem of installation service, a problem that has been too greatly exaggerated.

The advertising campaign was outlined before each meeting by Don M. Frank, advertising manager. It aims to tie up to and capitalize on the force of the NRA campaign to consumers.

Newspaper copy is given captions such as "Yes, Mr. President" and "Make This an NRA Christmas." Mats of the series are available to dealers for use in reduced space in their own tie-up advertising.

Fourteen stations will carry one-minute spot broadcasts on the weather. As a temperature specialist, Williams will talk about outdoor weather, with the commercial credit contrasting the comfort and warmth of temperatures indoors where Oil-O-Matics are in use.

RE-ARMED OVER THE TOP WITH U. S. A.

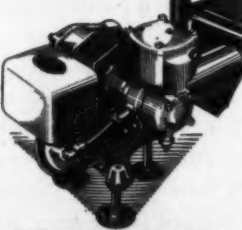
Yes MR. PRESIDENT America is buying

OIL-O-MATIC

★ HUSHED HEAT

Here's the story that's making Oil-O-Matic burners and hot water heaters the most popular choice for home heating today. It's the story of a burner that's been tested for 100,000 hours and found to be the most reliable, efficient, and economical burner in the world. It's the story of a burner that's been tested for 100,000 hours and found to be the most reliable, efficient, and economical burner in the world. It's the story of a burner that's been tested for 100,000 hours and found to be the most reliable, efficient, and economical burner in the world.

Williams Oil-O-Matic burners and hot water heaters are the most reliable, efficient, and economical burners in the world. They are the only burners that have been tested for 100,000 hours and found to be the most reliable, efficient, and economical burners in the world. They are the only burners that have been tested for 100,000 hours and found to be the most reliable, efficient, and economical burners in the world.



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WILLIAMS

OIL-O-MATIC

HEATING

What Are the Fifteen Best Books on Advertising?

Balloting Continues for the Two-Foot Bookshelf

[All of the books that have been put in nomination for the two-foot bookshelf on advertising subjects cannot be compressed into that lineal space. Below are a few more lists, to be added to those published in the issues of September 28 and October 5.

Returns will shortly all be in, and then the fifteen books mentioned most frequently will be listed.]

BATTEN, BARTON, DURSTINE &
OSBORN, INC.
NEW YORK

Editor of PRINTERS' INK:

I personally cannot begin to keep up with all the books on advertising that are published, so I turned your letter of September 19 over to the head of our library research department for her recommendations. She has recently had occasion to study and weigh the published books on advertising and select the two or three on each phase of the subject that we find most helpful. From a library point of view she thinks the following fifteen titles belong on the proposed reference shelf, and in her opinion concur several of my associates:

Principles of Advertising, by Daniel Starch.
Advertising Procedure, by Otto Kleppner.
Facts and Fetishes in Advertising, by E. T. Gundlach.
Careers in Advertising, by Alden James.
The Advertising Agency, by F. Y. Keeler and A. E. Haase.
Advertising Copy, by George Burton Hotchkiss.
Tested Advertising Methods, by John Caples.
Masters of Advertising Copy, by J. G. Frederick.
Advertising and Its Mechanical Production, by C. R. Greer.

Advertising Media, by H. E. Agnew.
Radio in Advertising, by O. E. Dunlap, Jr.
Radio Writing, by Peter Dickson.
History and Development of Advertising, by Frank Presbrey.
Road to Good Advertising, by Kenneth Collins.

BRUCE BARTON.

* * *

CARNATION MILK SALES COMPANY
OCONOMOWOC, WIS.

Editor of PRINTERS' INK:

During my under-graduate days, four years ago, I decided to build a library on domestic and export merchandising.

The final selection of books for my library resulted from a weeding-out process necessitating reading and study of more than 300 advertising-marketing books.

I consider these fifteen books in my library to be excellent advertising tools for one desiring to be qualified in the various phases of advertising with regard to product, price, consumer, and distribution technique:

The Sales Expansion Question Book, by Giles.
The Advertising Handbook, by Hall.
Principles of Advertising, by Starch.
Advertising Copy, by Hotchkiss.
Careers in Advertising, by James.
Advertising Layout, by Young.
Layout in Advertising, by Dwiggins.
The Consumer, His Nature and Changing Habits, by Pitkin.
Advertising Research, by White.
Facts and Fetishes in Advertising, by Gundlach.
The Advertising Appropriation, by Haase.
Economics of Advertising, by Vaile.
Psychology in Advertising, by Poffenberger.

AGAIN...



● Honorable Mention



● Honorable Mention



More and Better Miles

● Third Prize

● Second Prize



Honorable Mention



Honorable Mention ●



SIX OUT OF A TOTAL OF FOURTEEN AWARDS COME TO CAMPBELL-EWALD

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..A Record!

For the third consecutive year, Campbell-Ewald Company has demonstrated its leadership in the Outdoor Advertising Field.

The Fourth Annual National Exhibition of Poster Art was held in Chicago during the week of October 16th, and again for the third time, more than forty per cent of all prizes awarded were won by Campbell-Ewald posters.

Over the three-year period Campbell-Ewald has won—

- 5 out of 9 Major Prizes
- 10 out of 31 Honorable Mention Awards

The Major Prizes consisted of two firsts, two seconds and one third.

In this year's exhibition, Campbell-Ewald posters won—

- 2 out of three Major Prizes
- 4 out of 11 Honorable Mention Awards

Three hundred and twenty-five posters were displayed. Twenty were submitted by Campbell-Ewald, and of these twenty, eighteen were selected by the judges for a place among the One Hundred Best Posters of the year.

Campbell-Ewald Company, in addition to its outstanding newspaper, magazine and radio advertising service, its merchandising and sales promotion service, and its product and package design department, enjoys the distinction of placing more outdoor advertising than any other advertising agency.



CAMPBELL-EWALD COMPANY • DETROIT

H. T. EWALD



PRESIDENT

New York

Chicago

Toronto

San Francisco

Montreal

Los Angeles

Commercial Engraving and Printing, by Hackleman.
Roget's Thesaurus.

Although I do appreciate that university professors enjoy making up lists of this kind, in my opinion they are less qualified to determine advisedly. For after all, the loose-leaf system did not originate in the Garden of Eden.

J. MALCOLM ALDEN.

* * *

SCHWAB AND BEATTY, INC.
NEW YORK

Editor of PRINTERS' INK:

Two good books worthy of serious consideration for any restricted library for would-be advertising men are:

Advertising, Its Economics, Philosophy and Technique, by Herbert W. Hess.

How to Write Advertising, by Howard Barton.

JAMES E. SCHWENCK.

* * *

BATTEN, BARTON, DURSTINE &
OSBORN, INC.
NEW YORK

Editor of PRINTERS' INK:

My favorite authors on the subject of advertising are Kenneth M. Goode and Harford Powel. I, therefore, list these three:

What About Advertising? by Goode and Powel.

More Profits from Advertising, by Goode and Rheinstrom.

Manual of Modern Advertising, by Goode.

No one knows better than the mail-order advertisers how to sell goods through print and pictures. Therefore, I believe that every advertising man should possess, as a model of selling copy, a catalog from one of the big mail-order houses. For example:

The Sears, Roebuck Catalog.

The interest in the testing of advertising has multiplied in the last three years. One evidence of this

is the number of articles which PRINTERS' INK has published on the subject. Two books on testing:

Facts and Fetishes in Advertising, by Gundlach.

Tested Advertising Methods, by Caples.

Nine other helpful books are:

New Psychology of Selling and Advertising, by Link.

My Life in Advertising, by Hopkins.

Advertising Procedure, by Kleppner.

Road to Good Advertising, by Collins.

This Advertising Business, by Durstine.

The Manufacturer and His Outlets, by Haring.

Advertising Campaigns, by Lichtenberg.

Analysis of 5,000,000 Inquiries, by Starch.

March's Thesaurus Dictionary.

JOHN CAPLES.

* * *

MARK O'DEA & COMPANY
NEW YORK

Editor of PRINTERS' INK:

I don't believe that fifteen "best" books on advertising have yet been written. However, assuming that this two-foot shelf must be filled this year, I nominate the fourteen books below. (The list is arranged alphabetically by authors.) For my own reading—or for a lending library—I consider these variously important, significant or pleasing.

Packages That Sell, by Franken and Larrabee.

More Profits from Advertising, by Goode and Rheinstrom.

The Dublin Letters, by Harriman.

My Life in Advertising, by Hopkins.

Scientific Advertising, by Hopkins.

Advertising Procedure, by Kleppner.

The New Psychology of Selling and Advertising, by Link.

Industrial Advertising Copy, by Lockwood.

Principles of Selling, by Nixon.

Psychology in Advertising, by Poffenberger.

History and Development of Advertising, by Presbrey.
 Population and Its Distribution, by J. Walter Thompson Company.
 Winning and Holding, by Wilson.
 Advertising Layout, by Young.

GEORGE LAFLIN MILLER,
 (Aesop Glim),
 Vice-President.

* * *

H. ARTHUR ENGLEMAN
 PHILADELPHIA, PA.

Editor of PRINTERS' INK:

You have been publishing a most interesting list of "Best Books on Advertising." Up to date, however, I have noticed no mention of "Looking Forward,"—a book written some years ago by my old employer in London, Sir Charles F. Higham.

"Looking Forward" has special significance today because it deals with the relationship of advertising to the moulding of favorable public opinion by the Government. It shows how, during the war, England sold millions of "Victory Bonds" at a sales cost of less than 1 per cent. It illustrates how advertising can "sell" the public on such things as the NRA program.

To read "Looking Forward" should be an inspiration to any advertising man . . . it is a book that belongs in every advertising library.

H. ARTHUR ENGLEMAN.

* * *

MIAMI UNIVERSITY
 OXFORD, OHIO

Editor of PRINTERS' INK:

I am sending along my selection of advertising's fifteen best books.

History and Development of Advertising, by Presbrey.
 Principles of Advertising, by Starch.
 Advertising Procedure, by Kleppner.
 Careers in Advertising, by Alden James.
 Manual of Modern Advertising, by Goode.
 Facts and Fetishes in Advertising, by Gundlach.

Psychology in Advertising, by Poffenberger.

Economics of Advertising, by Vaile.

Advertising Media, by Agnew.

Advertising, Its Economics, Philosophy and Technique, by Hess.

100,000,000 Guinea Pigs, by Kallet and Schlink.

More Profits from Advertising, by Goode and Rheinstrom.

Problems in Advertising, by Borden.

Aesop Glim—Advertising Fundamentalism, by Aesop Glim.

Testing Copy, by Groesbeck.

C. H. SANDAGE,

Associate Professor of Business.

* * *

C. EUGENE WADDELL
 Advertising
 PITTSBURGH

Editor of PRINTERS' INK:

Your space devoted to the best advertising books is very interesting. I consider the following six books the best available:

Tested Advertising Methods, by John Caples.

Advertising and Its Mechanical Production, by Greer.

Careers in Advertising, Edited by Alden James.

Advertising Procedure, by Otto Kleppner.

Facts and Fetishes in Advertising, by Gundlach.

Industrial Advertising Copy, by R. B. Lockwood.

C. EUGENE WADDELL.

* * *

PALO ALTO, CALIF.

Editor of PRINTERS' INK:

In scanning lists of "Fifteen Best Books on Advertising," appearing in your columns since your invitation to submit such lists was first published, I have been surprised to find no reference to a type of publication prepared by practical advertising men for practical advertising men. Such books are usually authoritative, informative and most practical in their restricted fields. I refer to certain catalogs, "how" books, etc., and

mention two by way of illustration:

Typography, one-line specimens of linotype faces, Mergenthaler Linotype Co., Brooklyn.

Buckeye Book of Direct Advertising, by Carl Richard Greer, Beckett Paper Co., Hamilton, Ohio, 1925.

Advertising is said to be concerned with the direction of men's thoughts. A splendid basic, simple and concise, little volume which has not been mentioned, but which is well worth reading is:

Influencing Men in Business, by Walter Dill Scott, The Ronald Press Co., New York, 1920.

I concur most wholeheartedly with those who have suggested: **The Advertising Handbook, by S. Roland Hall.**

PRINTERS' INK, bound volumes, and current.

HERBERT G. SMITH.

J. A. CRABTREE & Co., LTD.
WALSALL, ENGLAND

Editor of PRINTERS' INK:

As a British advertising man, Mr. Louis Wiley pays me a gracious compliment in including my "The Lay-out of Advertisements" among his fifteen titles. And Mr.

Powers' choice of the late Thomas Russell's "Commercial Advertising," is one that will be supported by advertising men in every country in the English-speaking world.

For myself, I know the work of the giants of American advertising literature only by repute. I doubt, however, whether any of them could give me more stimulus, or stir deeper that sense of pride in a fellow writer, than has Geo. P. Metzger to whose "Copy" I respectfully give my full fifteen votes.

Metzger's tiny book is to me a more valued possession than the rest of my library. To me, Metzger is a legend of American advertising, for surely no ordinary man—not even a giant—could condense so much real technical advice in a book so small. His wit, his kindly understanding of human nature, and his pungent style of expression are hallmarks of a master whose message will be fresh and topical to generations who have yet to tread the old paths anew.

"Copy," standing by itself on a two-foot shelf, would look visibly lonely and insignificant. But such, in my opinion, is its place.

REGINALD H. W. COX,
Advertising Manager.

Typographers Meet

E. M. Diamant, of National Typographers, New York, was re-elected president of the Advertising Typographers of America at the annual convention at Chicago last week.

Also re-elected, were: First vice-president, Kurt H. Volk, Kurt H. Volk, Inc.; second vice-president, George Willens, George Willens & Company; treasurer, P. J. Frost, Frost Brothers; secretary, Albert Abrahams.

Following considerable discussion on the working of the proposed graphic arts code, the association amended its constitution to provide for the selection of four directors, one from each of as many geographical sections, who will act jointly as the code authority for the advertising typography industry.

Has Plumbing Account

The Woodward-Wanger Company, Philadelphia, has appointed Jerome B. Gray & Company, advertising agency of that city, to direct its advertising account. This account manufactures plumbing specialties.

Join Art Staff of Mathes Agency

John Hepburn Tinker, Jr., and Jules Lawrence Menghetti have joined the art staff of J. M. Mathes, Inc., New York advertising agency. They were both formerly with N. W. Ayer & Son, Inc.

Represent New Mexico Paper

The Albuquerque, N. M., *Journal* has appointed the Williams, Lawrence & Cresmer Company as its national advertising representative.

Typographers Merge

The W. R. Mathews Company and Type Art, Inc., Cleveland, have merged under the name of Schlick-Barner-Hayden, Inc.

Has Distilleries Account

Frankfort Distilleries, Inc., Louisville, Ky., has appointed Young & Rubicam, Inc., to handle its advertising.

263,563

Average Daily Circulation of the
LOS ANGELES EVENING HERALD AND EXPRESS
 for Six Months ending Sept. 30, 1933

The Largest Daily Newspaper circulation on the Pacific Coast.

Concentrated 95% in Los Angeles and Suburbs.

ONE HUNDRED PER CENT Clean, Cash Paid Circulation—not a single subscriber secured through Premiums, Contests or other "Forced Circulation" methods.

Dominates one of the richest metropolitan markets on the face of the earth—and advertisers in this newspaper take a tremendous bite out of it—Without Duplication of Advertising Coverage and at One Low Cost.

Naturally The Evening Herald and Express has for years carried MORE Display Advertising (both Local and National) than any other Daily Newspaper in the entire West.

LOS ANGELES EVENING
HERALD AND Express

NATIONAL REPRESENTATIVES
PAUL BLOCK AND ASSOCIATES

NEW YORK

CHICAGO

DETROIT

BOSTON

LOS ANGELES

PHILADELPHIA

SAN FRANCISCO

This Copy Solves the Small Space Problem

Book Publisher Goes against Every Established Principle and Makes It Pay

By Joel Lewis

"ONE of the alluring things about an intimate column like this is the opportunity it affords for setting down items that are ruthlessly deleted by the cold-blooded copy writers in the advertising department."

This sentence, which serves as a preamble to the first publication of the now-famed Simon and Schuster column on March 25, 1927, well describes the purpose of "The Inner Sanctum."

Many advertising columns have the disagreeable habit of petering out. They start off with a flourish, continue more or less on the initial momentum and gradually slow down to a walk, if not a standstill. "The Inner Sanctum" has the enviable reputation of being a successful column. In its six years of existence it has gained in prestige and in readers.

To find out the "why" and "how" a PRINTERS' INK representative obtained an interview with M. Lincoln Schuster, of Simon and Schuster. "What," Mr. Schuster was asked, "do you consider the ingredients of good column advertising?" He reached for a bound file of the column and turned the pages till he came upon an "Inner Sanctum" published in June. He pointed his finger to this:

"This column has been appearing in the public prints, man and boy, for more than six years. Agate line by agate line, year by year, best-seller by worst-seller, The Inner Sanctum has thus developed the adolescent equivalent of a tradition. It includes the following categorical imperatives, hallowed by the years, and tested by fire:

"1. Be unblushingly specific in giving actual sales figures on all Inner Sanctum books.

"2. Discuss *flops d'estime*, suc-

cesses de fiasco as well as smash hits.

"3. Shun the usual blurb-inflated adjectives like the plague.

"4. Don't be afraid to discuss and praise the books of other publishers.

"5. Scorn not occasional hilarity, nor the ancient serenities associated with quietly issuing a good book.

"This is my own particular copy creed," Mr. Schuster remarked. And then he added, significantly: "I try not so much to 'write an advertisement' as to address a human message to a book reader."

Advertising Has a Definite Personality

Mr. Schuster writes "The Inner Sanctum" himself. He achieves levity without sacrificing sincerity. It might be said that the copy is a combination of the John E. Powers and the Fortnum & Mason schools, with just a dash of salt and pepper thrown in. But the advertising cannot be defined in terms of other advertisements. It has a personality all its own.

Witness the following, part of the copy written in behalf of a book by Professor Walter B. Pitkin, who was one of Mr. Schuster's teachers when he attended Columbia University. This I submit as an example of typical "Inner Sanctum" copy:

"Could there possibly be a more opportune time than this, a more fitting occasion than All-Fools' Day in this year of grace, 1932, for the publication of Professor Walter B. Pitkin's Gargantuan new book—a slight 574 pages—entitled *A Short Introduction To the History of Human Stupidity*?

"Twenty-four volume encyclopedias are mere foot-notes; civilizations and dynasties are simply card-

A TOP-LINER

...in Department Store Linage!

During the first nine months of 1933 only three metropolitan morning newspapers,—one in New York, one in Chicago and one in Philadelphia—carried more department store advertising than the Pittsburgh Post-Gazette.

Kaufmann's, Joseph Horne Company, Gimbels, Boggs & Buhl, McCreery's, Rosenbaum's, Frank and Seder, Sears Roebuck and Company . . . in fact all of Pittsburgh's BIG stores advertise regularly in the Pittsburgh Post-Gazette.

85% of the advertising placed in the Post-Gazette by Pittsburgh department stores is directed to women. These stores use the Post-Gazette to sell refrigerators, radios, washing machines, automobile accessories, furniture and countless other articles besides shoes and clothing. To sell YOUR products in Pittsburgh do not overlook the great responsive market for sales reflected in the readership of the . . .

Pittsburgh **POST - GAZETTE**

First in Circulation



PAUL BLOCK AND ASSOCIATES

National Advertising Representatives

New York . . . Boston . . . Philadelphia . . . Chicago

Detroit . . . Los Angeles . . . San Francisco

Eastward Moved the March of Advertising Empire?

A Chicago agency man estimates during four years 25 million dollars of volume in advertising has moved East. That is, responsibility for handling and placing it has moved East from the Middle West.

To speculate on reasons—even to argue the accuracy of estimated amount—is idle. The condition is readily recognized.

Is this business to move back West? Not likely—much of it any way. Are advertising offices in the Middle West to wilt and shrivel then, with the life blood running East? Not likely either, for two reasons:

First; there still remain many of the expert hands that built Middle Western advertising—sowed the seeds that blossomed so well as to be sought after for transplanting Eastward.

No longer does the harvest weigh so heavily as to preclude the selecting and nurturing of new trees. And too, there is the new generation of advertising already at work.

Second; the *Merchandisingly Alert*. All through this territory are hundreds of manufacturers wide awake to the importance of merchandising and advertising in building their success. Many dormant, many

suffering from under-cultivation, but there they are.

Not all the thousands of concerns in this area offer promise of profiting from advertising. That always has been something reserved for the astute minority. But in this territory the PRINTERS' INK Publications have 9,001 of their 30,725 circulation. The bulk of them manufacturers—business men who qualify as *Merchandisingly Alert*. Obviously the West's advertisers of the immediate future are those who today evidence alertness to the importance of merchandising—evidence of susceptibility to profitable use of sound advertising.

How can you find these firms and men? In the PRINTERS' INK subscription lists. No other reason could there be for their readership.

Could there be better proof that advertising will continue and gain in importance as a part of Middle West business? Could there be any better source of material for development than this very list of business men—almost 37% major executives of their concerns, and an additional 30% sales and advertising executives—definitely identified as being interested in the subject?

index entries; and the contents of the Congressional Library only raw material for this Olympian survey of mankind's recurrent and contemporaneous follies, frenzies, blunders, irrationalities, vagaries, quackeries, delusions, obsessions, puerilities, hysterias, infatuations, paranoias, stupors, hallucinations, incapacities, insensitivities, imbecilities, and related traits and habits of *homo stultus*.

"Never before have the vast sprawling areas of ubiquitous, perennial stupidity been so comprehensively, so devastatingly set forth. Here is the sweep of *The Outline of History*—with the guffaws of *Boners!* Here are the highest promontories of human error on the bleak and stormy coasts of time. Here is Himalayan vaudeville to provide Belly-Laugh for the Gods. Here are the case-histories, believe it or not, of 1,500,000,000 human beings—including emperors and serfs, field-m Marshals and peons, multi-millionaires and poets, mountebanks and cannon-fodder, bankers and buffoons. . . .

"But you mistake the aim of this *Short Introduction to the History of Human Stupidity* if you think of it simply as a doom's-day book of derision, a monolith of corrosive vituperation. There is profound psychological analysis back of each case-history, disciplined scholarship back of each generalization. This book is the climax of twenty years of painstaking and heroic research. If we roar with laughter as Professor Pitkin deflates the stuffed shirts of history and unhorses the Big Shots of our own time, it is not because he tried to be funny, but simply because he succeeds in being accurate.

Essandess."

This copy is markedly different from mine-run book advertising. Mr. Schuster says just about what he pleases. There is nothing to cramp his style except possibly the injunction against superlatives.

On this point, Richard L. Simon, his partner, once wrote as follows in "The Atlantic Bookshelf":

"That makes matters difficult at times. For instance, if I were to

tell a friend about 'Bambi,' I'd say something as follows: 'I like this book better than anything I have read this year. The trouble with the book business is that hundreds of books as good as this aren't published every year.' And more along the same line. We can't put it that way in *The Inner Sanctum*. So we quote part of the book, and by

from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers, 386 Fourth Avenue, New York



HAPPY DAYS are here again . . .
Once More All America Is Breaking Out in a RASH



About three years ago *The New Yorker* printed a poem by an unknown youth named OGDEN NASH. The refrain thus saluted a noted statesman:

Senator Smoot (Republican, Ut.)
Is planning a ban on smut
Oh root-it-out for Smoot of Ut.
And his reverend occupit



To-day the Senator is a Forgotten Man, and the unknown youth is a National institution—murderer of the King's English, mangler of every known metrical form. Hell-raiser with all the eternal verities, hammer of fools, and the world's greatest deflator of stuffed shirts. With the publication of *Hard Lines* he awoke one morning to find himself famous; a year later *Free Wheeling* extended that renown, and now the acclaim

Upper portion of an "Inner Sanctum" column

indirection imply that the \$2.50 won't be entirely wasted. Occasionally we bootleg a superlative into the column. One of the great things about a temptation is that you can succumb to it."

It is the publishers' conviction that in order to sell a book, it must be talked about. The function of "The Inner Sanctum" is by its very

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gossipy nature to foster such talk.

If Mr. Schuster is a stickler for anything in copy, it is truth. One of his cardinal policies is "Candor-carried-to-the-point-of-indiscretion." Surely he has gone Old Man Specific one better in quoting actual sales figures on every book—successful or not—and not mere approximations.

Once the company published a book of Franz Werfel's which both Messrs. Simon and Schuster liked immensely. However, it received a poor reception by the public. But "The Inner Sanctum" reported its failure just the same:

"Franz Werfel's new novel 'Class Reunion' is beginning to show real life. Since its publication on June 17th the sales-chart looks like this:
First week40 copies
Second week90 copies
Third week276 copies."

Last month, in announcing Henry Hazlitt's "The Anatomy of Criticism," "The Inner Sanctum" placidly admitted: "Neither the publishers (surprise!) nor the author (still greater surprise!) expect it to have a large sale, although they are confident it will be a distinguished one."

Every publisher has his arrant flops, and Simon and Schuster have their share. It is not every publisher, though, that has the intestinal fortitude to speak right out in public, as follows:

"In a moment of weakness, we contracted for this book because the first three chapters swept us off our feet and we were afraid if we didn't sign up for it at once, the author would take it elsewhere. Sorry though—the rest of the book is atrocious."

Occasionally Mr. Schuster resorts to a prize contest to stimulate interest in the column and inject a little novelty. In January, 1932, he conceived a novel contest. Here again the copy bears no likeness to conventional contest announcements and on that account is worth quoting:

"Announcing a New Inner Sanctum Contest

"It is a great temptation to herald the 1932 publication schedule of The Inner Sanctum with a flourish

of trumpets, but by dint of that stoical 'inner check' which the humanists have, at times, made famous, your correspondents are confining themselves to a sober enumeration of titles and authors.

"Between January and July The Inner Sanctum will publish books by . . . (There follows a list of twenty authors.)

"The titles of these books (not in the same order) follow: (Twenty titles.)

"To the five readers of this column who can come nearest to the correct reconstruction of the entire list—that is, to those who come closest to coupling the right author with the right title—The Inner Sanctum will send free autographed first edition copies of any new book they designate from their own enumeration. Replies should be typewritten in two columns, on a single sheet of paper, and sent with full name and address within the next week marked for the personal attention of Essandess."

What It Has to Say Decides Length

At present "The Inner Sanctum" is running in two newspapers. It always occupies a single column but it has no standard size. Its length is determined by what is said. It appears fortnightly, sometimes more often if something special arises.

The column has run continuously with the exception of a year's lapse, when the pressure of business and extended trips to California and Europe prevented Mr. Schuster from giving it his attention. Mr. Simon writes a similar Inner Sanctum page for a trade publication of the book field.

In conclusion there are three big advantages for the column.

(1) *It solves the small-space problem.* With a limited appropriation an advertiser has two things to contend with: Will the size of his advertisement allow him to tell his story fully, neatly, intelligently? Will it be read? The column seems to offer precisely the answer to both questions.

(2) *It paves the way for larger advertisements.* Special displays

are often taken for individual books. Regular followers of the Simon and Schuster column are reasonably sure to look with interest upon the larger advertisements, which are frequently similar in vein.

(3) *It builds good-will.* It interests authors, present and potential. It creates talk. It accelerates the word-of-mouth comment and "inside shop talk" of the word-traffic among dealers, critics, editors and book buyers. Even if actual sales can't be traced in any

scientific way, evidence of the column's effect is readily available. A few weeks ago Mr. Schuster erroneously ran an Inner Sanctum column about a new book—"Snap Judgment," by Jerome Meyer—a few days before it was released, and several book stores were mildly stampeded with impatient customers. No other advertisement or announcement for the book had appeared. Almost every day's mail contains letters addressed to "The Inner Sanctum," rather than the name of the firm.



Discuss NRA and Marketing

Marketing problems under the NRA were the subject of a one-day conference held at New York last week by the American Marketing Society. E. P. Warner, McGraw-Hill Publishing Company, summarized present conditions in general. Dr. Paul Nystrom, Columbia University, outlined prospective developments under the retail code.

Developments under the NRA and AAA that may affect the marketing of food products were discussed by Dr. V. H. Pelz, editor *The Food Field Reporter*. The conference also was addressed by Dr. Bernhard Ostrolenk, economist, *The Business Week*, whose subject was "The Present Status of Farm Purchasing"; Wroe Alderson, Department of Commerce, who conducted an open forum on drug marketing, and Dr. Lewis Haney, New York University, who reviewed the dangers of price control.

Daniel C. Roper, Secretary of Commerce, was the principal speaker at the luncheon meeting held under the auspices of the Sales Executives Club of New York.

The conference closed with a dinner meeting. Speakers were Victor S. Von Szoliski, statistician of the NRA, and Sherman Rogers, associate editor of *Liberty*.

St. Louis Newspaper Group Apoints McDonald

F. D. McDonald, for the past seven years business manager of the St. Louis *Star & Times*, has been appointed secretary-manager of the St. Louis Newspaper Publishers Association, succeeding Elmer E. Stoll.

Has Cradle Account

The Gem Crib & Cradle Company, Gardner, Mass., has appointed the J. D. Bates Advertising Agency, Springfield, as advertising counsel.

Leaves Bowen

Henry Ringold has resigned from the New York sales staff of Scott Howe Bowen, Inc.

"Bonfort's Wine & Spirit Circular" Revived

Bonfort's Wine & Spirit Circular, which was founded in 1871 and which was discontinued following enactment of Prohibition, is being revived. It will be published as *Bonfort's Wine & Spirit Journal*, a monthly, by the Conover-Mast Corporation, New York, who are merging it with *Modern Distillery*. The first number will be issued in December.

Horace I. Bowne is resuming editorship of the revived publication of which he was editor-in-chief and general manager for twelve years prior to Prohibition. During this period the publication in its fortieth anniversary number, carried 452 pages, which was looked upon as a record in business-paper publishing at the time.

Other publications in the Conover-Mast group are *Modern Brewery and Mill and Factory*.

Murphy Heads Ad Men's Post

Charles E. Murphy, former president of the Advertising Club of New York, is now commander of the New York Advertising Men's Post of the American Legion.

Vice-commanders elected were: Herbert Schaefer, Robert T. Shea, Arthur Hirsch and John P. Schultz.

William Wallace Frazier is now adjutant; Frederick D. Brown, finance officer; Dr. Frank Peer Beal, chaplain; William Weise, sergeant-at-arms, and Irwin Lynch, historian.

To Head Rice-Stix Sales

J. Herbert Jones has been appointed general sales manager of the Rice-Stix Dry Goods Company, St. Louis, effective November 6. He was formerly vice-president and general sales manager of the Ely & Walker Dry Goods Company, St. Louis, with which he had been associated since 1910.

Davison Rejoins Anfenger

G. E. Davison, who left the Anfenger Advertising Agency, St. Louis, three years ago to go with the Miracul Wax Company of that city, has rejoined this agency as a sales representative.

A Roll Call

of prominent advertisers who use



to cover
the immense
midwest market



Advertiser	Product
Best Foods, Inc.....	Hellman's Mayonnaise
Bristol-Meyers Company.....	Ipana Tooth Paste
Carnation Milk Company.....	Carnation Condensed Milk
The Estate Stove Co.....	Heatrola
Ford Motor Company.....	Automobiles
General Foods, Inc.....	Foods
General Mills, Inc.....	Bisquick — Wheaties
General Tire & Rubber Co.....	Tires and Tubes
Gulf Refining Company.....	Oils and Gasoline
Hortlick Malted Milk Company.....	Malted Milk
The Hudson-Essex Motor Co.....	Automobiles
The Hydrosal Company.....	Hydrosal Products
Hy-Pure Drug Company.....	Drug Products
Iodent Tooth Paste Co.....	Tooth Paste
The Kellogg Company.....	Cereals
The Ken-Rad Corporation.....	Radio Tubes — Electric Lamps
Lady Esther Co.....	Cosmetics
Larus & Brothers Company.....	Edgeworth Tobacco
Mail Pouch Tobacco Company.....	Tobacco
Moore Paint Company.....	Paints and Varnishes
Mutual Automobile Ins. Ass'n.....	Automobile Insurance
National Sugar Refining Co.....	Jack Frost Sugar
The Northwestern Yeast Co.....	Yeast Foam — Magic Yeast
The Pepsodent Co.....	Tooth Paste — Antiseptic — Face Cream
Premier-Pabst Sales Co.....	Pabst Blue Ribbon Beer — Blue Ribbon Malt
The Procter & Gamble Co.....	Oxydol
Real Silk Hosiery Mills.....	Hosiery
The Reiser Company, Inc.....	Venida Products
The Ritchie Co.....	Eno Salts
Sinclair Refining Co.....	Oils and Gasoline
Standard Brands, Inc.....	Chase & Sanborn Coffee — Fleischmann's Yeast
Sun Oil Company.....	Oils and Gasoline
The Texas Company.....	Oils and Gasoline
John H. Woodbury, Inc.....	Woodbury's Facial Soap

Near the center
of the dial



Near the center
of population

A series of current surveys of the midwest market which show the public preference for various products is available. Advertising executives may obtain copies by making inquiry on their letter-heads and stating the kind of products in which they are particularly interested.

THE CROSLY RADIO CORPORATION
POWEL CROSLY, Jr., President **CINCINNATI**

Copy Tests of Pulling Power Are Not Enough

The Checking Technique Itself Should Be Examined Carefully

By Warren Finch Wright

Assistant in Commerce, University of Chicago

A DOLLAR well spent is a dollar earned; but in merchandising it is seldom known how well the spending is done. Of course, sales may pick up at the same time that new or more advertising is employed; but it is well-nigh impossible to establish a cause and effect relationship between enhanced sales and selling pressure exerted in various media.

Even though an advertiser experiments by altering his selling policies expressed in advertising and notes difference in sales, it is infrequently found that a direct causal relationship exists. Too often the merchant or producer goes along with the rest of the competitive field, and is happy to keep out of the red in bad years and to make customary net surpluses in good times; but no control is exercised over advertising unless checks are used. While the value of testing advertising results becomes more appreciated every year, many advertisers are not familiar with the advantages and disadvantages of some of the more commonly used methods of checking advertisements. Let us therefore, examine a few of these.

The methodology of the reader surveys that have become so popular is quite simple. People are asked to indicate what they have noticed, read, or intend to read. Fresh newspapers (or magazines) are marked by the interviewer as the reader is questioned. Interesting data result; for, contrary to common opinion, it will be found often that certain classes of readers notice and read stories, articles, and advertisements in unexpected ways.

This kind of research is not without great danger of bias. It matters greatly how the media are exhibited, the kinds of questions

that are asked, the accuracy with which results are recorded, etc. Even under ideal conditions, it is difficult to see how readers can actually relate what they have noticed, or where they have seen an advertisement. In common experience we find that frequently people remember facts or situations but cannot possibly locate the source of these impressions.

If only one kind of medium is used, and that a daily newspaper, it can be granted more easily that readers are able to tell what they read in definite columns. But as the period of memory lengthens the reliability of recall becomes less certain.

In spite of these theoretical objections to the method, however, I will admit that reader surveys such as these may turn up astounding facts, at least to the non-professional marketeer. And the average business man comes in this latter group, for it is to him that appeals based on survey findings must constantly be made.

The Laboratory Method

There is at least one other useful method of testing reading habits; that is, to place readers in a laboratory, so that their eye-activities may be watched by observers hidden from view. The amount and kind of reading done may thus be measured; and the taint of artificiality partially neutralized by statistical methodology which allows deviations from normal reading habits, to be discovered, calculated, and discounted.

It is naturally true that careful selections must be made of media, interviews, and physical surroundings, so as to adhere closely to the requirements of sound "sampling" in testing, as well as to prevent

artificial conditions from jeopardizing any practical utility to be derived from the results.

Several recent experiments have been reported by psychologists which will interest the reader concerned with advertising efficiencies. W. N. Kellogg tested the pulling power of advertisements which were placed in various parts of magazines. One article was assigned to the members of a class in psychology to be read on Monday night, preceding the testing which took place on the next Tuesday morning.

Proximity to Good Reading Matter Important

Some blind advertisements were inserted, others were put in new sections of *The Saturday Evening Post* (the medium used for the test), so that twenty full pages of four sections were shown to the subjects in the classroom. The results of this demonstration indicated that location of advertisements upon the page is less important than has been thought; but that proximity to good continued stories and articles is of the greatest significance. Poor advertisements next to good stories pulled better than good advertisements in other environments.

There are many other rather well-known ways to test results from advertising. Mail-order houses have long used keyed coupons; correspondence schools, on the whole, seem content to guide their advertising spending according to interests aroused by coupon leads. Large mercantile establishments have regularly tested the pulling powers of advertisements by relating them to results in terms of increased sales on the days following the publication. But all of these methods fail to eliminate other factors than a particular appeal, which factors often have a cumulative effect in causing consumer responses.

They are at best trial and error methods, and serve to expose differences in pulling power only in a rough way, though at times no greater accuracy is needed. It can be said, however, that the continued

use of these testing procedures continues management in a pragmatic frame of mind, and this alone is no mean achievement.

Another kind of check upon advertising is found in scattered fields. For example, public officials often advertise health centers, tax sales, public meetings, etc. Responses to such advertisements can be tallied; and the commercial advertiser may find, somewhat to his enlightenment, that certain media and certain methods of appeal in these media seem to reach different classes of people than he has found to be the case in his own experience.

Figures of circulation are not enough to tell what people read, or in what media they can be reached. Thousands of men and women can be reached best through libraries, reading rooms, and the like. But how can the merchant know this? One way is to find out how public bodies reach their public, as described above. This plan is of course chiefly useful as an additional check upon other testing procedures, because it obviously concerns only a limited portion of the consuming public.

Laboratory Methods Have Advantages

It seems to be the general opinion among advertising men, especially agreed to by those more particularly engaged in research, that laboratory methods have definite and unique values. Tests of reading habits, recall, and recognition, when run under controlled conditions do not have to contend with such variables as: Sizes of advertisements, circulation variations, seasonal changes in general business conditions, the cumulative effects of preceding advertisements, (although this factor is never wholly eliminated), and the influences of other advertisements in the same mediums.

Such tests fail, however, to give absolute indications of what "pulling powers" can be expected. But to have a comparative evaluation is worth much in most cases.

It is doubtlessly true that countless advertising proposals have died

A LETTER TO A PROGRESSIVE EXECUTIVE

(Reading time: Three Minutes)

Dear Sir:

It is an editor's prerogative to get excited about his magazine. It is a reader's prerogative to ask to be shown.

Because I happen to like PRINTERS' INK MONTHLY for November particularly well, I am asking you, as a reader, to expose yourself to some showing.

Because you are progressive you will be stopped by the leading article, **A \$10,000,000,000 Market**. This tells you about the industry of leisure and shows how to capitalize on the big leisure time market that is being created by the NRA.

You won't turn many pages before you will be stopped again by **What's New**, that feature of the MONTHLY which is rapidly becoming one of the most talked-about and most-read features in the business paper field. It is here that the MONTHLY each month combs the marketing field for new things and products, ideas, packages, publications, campaigns and personnel. Frankly, I never realized myself how many new things happen in business until we started this feature.

Then, I know you will want to read **Direct Mail Results** which is a factual summary of a group of direct-mail campaigns that got results. This article not only tells about the campaigns but by means of pictures shows you how these campaigns look.

Now, I wonder if you would like to sit down with a group of experts in the package field and talk with them frankly about the best material to use in your package? They would look at the problem from all sides, from that of design, from that of merchandising, from that of production.

Well, PRINTERS' INK MONTHLY for November offers you this opportunity in a special feature, **The Merchandising Value of Package Materials**. Sixteen pages, heavily illustrated and packed full of helpful advice.

Maybe you're not interested, but a great many of our readers will be interested in the feature, **Who Will and Won't Accept Liquor Ads? Here Is List**. This lists nearly 500 publications, magazines, farm papers and newspapers with their attitude toward liquor advertising. This, so far as we know, is the first authoritative list to be compiled and it is so up-to-date that changes were actually made when the magazine was on the press.

I haven't had an opportunity to mention to you a lot of other articles which you, as a progressive executive, ought to read.

For instance, here's an article on a campaign plan of **General Electric**. An executive of the **Shell Petroleum Corporation** tells how this company uses the consumer as a fact finder. The title, **How to Control Profits While Reducing Sales Costs**, is enough of a description of another article you will want to read. Then there is a thoughtful story on the farm situation written by the editor of the *American Agriculturist*.

Perhaps you didn't ask to be shown but I think after you've had a chance to look over what we have to show you in the November MONTHLY you will agree with the many thousands of business executives who put the MONTHLY in their "must" list of business reading.

Sincerely yours,

C. B. LARRABEE,

Managing Editor.

P. S. I almost forgot **From an Advertiser's Scrapbook**. Look it up! It will give you a little extra dividend of amusement.

unused because faulty pre-campaign testings have served the death notice upon them. Hence, it seems good sense to affirm that testing should rest upon several bases; thus to provide assorted checks not only upon pulling power but also upon testing techniques themselves.

Any advertisement is good which causes people to behave in ways desired by those paying the bills. This is the final test; all other

checks are tentative and arbitrary in greater or lesser degree. But it costs money actually to try out advertisements in the market; hence the justification for methods whereby experimentation can precede inauguration of any campaign. And reading habits when studied and known may afford an excellent guide for advertisers in setting up experimental campaigns preliminary to the real thing.

“Glass Eye King” Is Dead

CONRAD E. BIEL, who liked to be referred to as the “Glass Eye King,” died last week at Pueblo, Colo., aged sixty-seven. Death was caused by carbon monoxide gas and was declared a suicide.

His business was unique, as was his method of advertising it. As the “originator of the fit-you-at-home plan,” the Denver Optic Company, which he owned, conducted its business direct by mail. He frequently wrote **PRINTERS' INK** about his mailing pieces. More recently Mr. Biel's letters contained data for his obituary. In ill health, he had been anticipating death.

He prided himself as having

“90 per cent of all one-eyed people on his records.” “When I pass out,” he wrote, “I would much prefer to know that the news of my death would not be handled in the regulation way, but a unique way, different from that of the others.”

To make certain that his death would be unusual news, Mr. Biel had imprinted on the back of envelopes the following: “This envelope is redeemable for \$10 in cash, ten years after this king has passed away—not well now. Just mail it in to my heirs and if they hesitate in paying, advise me direct and I'll see that you get an asbestos check that will be worth far more than that sum.”

Buys Texas Outdoor Company

The Sunset System, San Antonio, Tex., subsidiary of the Packer Corporation, has purchased the poster and painted bulletin displays of the Texas Outdoor Advertising Company, San Antonio.

Opens Savannah Office

The Southeastern Advertising Agency, formerly of High Point, N. C., and Jacksonville, Fla., has opened a Savannah office and will transfer the activities of its Jacksonville and High Point offices there.

Transferred by Underwood

Alfred D. Lighthall, formerly with the Chicago studios of Underwood & Underwood, but, for the last year, working with the Detroit office, has returned to Chicago.

Has Pecora Paint Account

The Pecora Paint Company, Philadelphia, has appointed the Empire Advertising Service, New York, to direct its advertising.

Forms Vanden Company

George W. Vanden, vice-president of Shields & Vanden, Inc., which firm is being discontinued, has formed The Vanden Company, advertising agency, with offices at 612 North Michigan Avenue, Chicago.

Appoints Tyson

A. S. Newmark & Bros., Inc., New York, metal specialties, has appointed O. S. Tyson & Company, Inc., New York, as advertising counsel. Business papers will be used.

Has Bassick Account

The Bassick Company, Bridgeport, Conn., casters and floor protection equipment, has placed its advertising account with Fuller & Smith & Ross, Inc., New York.

Joins “Nebraska Farmer”

George W. Chatfield, formerly with Wisconsin *Agriculturist and Farmer*, has joined the Chicago sales staff of *Nebraska Farmer*.

Beat the Tugwell Bill!

(Continued from page 11)

scribed in the Tugwell Bill, is to have the say as to what products shall and shall not be advertised, then it would seem only elementary justice to provide that current *advertising opinion* should rule as to what should or should not be said about the product advertised.

Whether the allegedly free citizens of the United States are to be deprived of the right of self-medication is not so much the issue here so far as PRINTERS' INK is concerned—although it does seem that such a provision is an insult to the

intelligence of the American public.

But when things come to such a pass that the Secretary of Agriculture shall have bureaucratic control over the industries of foods, drugs and cosmetics—when not even justice in the courts of the United States will be allowed these industries—the situation becomes alarming.

With all due respect, therefore, to Dr. Tugwell and his ideals, PRINTERS' INK believes that his advertising bill should and will be defeated.

Has Liquor Account

The Baltimore Pure Rye Distilling Company, Dundalk, Md., has appointed I. A. Goldman & Company, Baltimore, to direct its advertising.

With Lord & Thomas

Reg R. Faryon has joined the Toronto office of Lord & Thomas of Canada, Ltd., as an account executive.

Joins "Good Eating"

John C. Gustin has resigned as art director of the Brearley Service Organization to take charge of production for *Good Eating*, New York.

With San Francisco Agency

Pen Johnson has been appointed art director of the Albertson-Kemper Company, San Francisco advertising agency.

AIR EXPRESS

Saves Time, Money, Worry

► Air Express is a big help whenever you're trying to meet closing dates. 22-hour service New York to California—5½ hours New York to Chicago, and over-night service to many of the 85 principal cities connected direct by air. Supplemental, fast rail schedules extend this high speed service to 23,000 other Railway Express

Agency points. Pick-up and special delivery in leading towns included in rates that will be a pleasant surprise when you get the details from your own Railway Express Agent. Duplicate receipts check shipment to the hour and minute and are a definite safeguard to all shipments. Get Air Express on your side now!



AIR EXPRESS

DIVISION OF

RAILWAY EXPRESS AGENCY

INCORPORATED

No Fancy Cover for This Gift Box



Photo by Criterion Photocraft

CHRISTMAS gift boxes will soon be with us again. One that strikes an interesting note of what might be described as "applied economy" is a Mennen Gift Box for Men.

The customary thing to do in getting up a gift box is to spend a lot of money on a fancy box to create eye and display appeal. Nothing, however, that in previous years, after a box with a beautiful cover had been designed, the retailer often took off the cover and placed it behind the box to reveal its contents, the Mennen Company this year decided to spend less on the cover and more on the contents of the box.

As a result Mennen's new gift box has a simple, inexpensive cardboard cover. The money saved on the cover has been used to add to the contents. Besides the Mennen items in the gift combination, there

are included four metal ash trays in orange and green and decorated with silhouettes of Scotch terriers. The bottom part of the box is covered with orange paper while the items in the box are visible beneath a covering of Cellophane. Thus the items are exposed to the customer's view and make a colorful display at the same time. The cardboard cover may be put on when the purchase is made as an added protection in wrapping. The purchaser can later wrap the gift box as she or he sees fit, discarding the cardboard cover.

Color comic-strip advertising will be put back of this gift box beginning Sunday, December 10. The comic sections of twenty newspapers in principal cities will be used. Included in the gift box are Mennen Skin Bracer, Shaving Cream and Talcum for Men. It is priced to retail at \$1.10.

Lustig with Palase Hecker

Samuel H. Lustig has joined the Palase Hecker Printing Company, Inc., New York, as secretary-treasurer in charge of production. He formerly was an officer of the Woodrow Press, Inc., and cost accountant for the Pictorial Review Company.

Pettingell with Chek-Chart

W. C. Pettingell has been appointed Western representative at Los Angeles of The Chek-Chart Corporation, Chicago, and will cover Washington, Oregon and California. He was formerly Western regional director of the Tide Water Oil Company.

G M Disbands Consolidated Selling Set-Up

WITH the disbanding of the Buick-Olds-Pontiac Sales Company, General Motors Corporation is returning to each car division its individual sales activities in place of the consolidated merchandising set-up under which it has been operating.

W. S. Knudsen, as previously reported, is now executive vice-president with direct control over all passenger cars, engineering and sales sections, and all body manufacture. In addition to this appointment, an entire re-arrangement of individual managements has been put into effect.

I. J. Reuter, president of the BOP Sales Company and general manager of Buick and Oldsmobile, has resigned. Harlow H. Curtice, recently president of the AC Spark Plug Company, has been appointed general manager of Buick and C. L. McCuen, recently technical advisor to Mr. Reuter, is now general manager of Oldsmobile.

Harry J. Klingler, vice-president in charge of sales, Chevrolet Motor Company, has resigned to become general manager of Pontiac. Marvin E. Coyle, vice-president and general comptroller, Chevrolet, succeeds to the position of general manager.

Cadillac and General Motors Truck Company are not affected by the re-organization. Buick, Olds and Pontiac administrative

and sales offices are being returned to the respective factories.

F. S. Kimmerling, recently assistant to C. E. Wilson, G M vice-president in charge of accessories division, succeeds Mr. Curtice as president of AC Spark Plug.

William E. Holler has been appointed general sales manager of Chevrolet. He was formerly assistant general sales manager in charge of the Eastern half of the United States. Mr. Holler has appointed as assistant sales managers: H. B. Hatch, formerly assistant sales manager of multiple dealer points for Chevrolet and Felix Doran, Jr., formerly Chevrolet Dallas zone manager, in charge of the Eastern and Western parts of the country respectively.

D. E. Ralston, Chevrolet assistant general sales manager since 1926, has been appointed Oldsmobile general sales manager. H. A. Trevelyan is now assistant general sales manager, R. M. W. Shaw supervisor of advertising and sales promotion, and V. C. Havens, advertising manager of Oldsmobile. W. F. Hufstader continues as Buick general sales manager, the position he occupied in the BOP set-up.

The Buick sales staff will include A. H. Sarvis, director of distribution, R. H. Isreal, sales promotion manager, and C. C. LeWald who continues as Buick advertising manager.

Cleveland Agency Appoints

The National Bronze & Aluminum Foundry Company, Cleveland, aluminum beer barrels and refrigeration equipment, has appointed Ralph W. Sharp, Inc., of that city, to handle its advertising. Business publications and direct mail will be used.

Form Sylvania Associates

Sylvania Advertising Associates has been formed at Williamsport, Pa., with W. G. Jones as acting head in charge of copy and production. G. H. Topper is art director. This new service has joined the Allied Service Agencies Group.

Dawson Transferred

Donald R. Dawson, for five years on the staff of the Portland office of Botsford, Constantine & Gardner, Pacific Coast advertising agency, has been transferred to the agency's San Francisco office where he will be manager of the production department.

Directs Addressograph Sales

R. N. Fellows, of Toronto, has been appointed vice-president and general sales manager of the Addressograph Company, with headquarters at Cleveland. He has been vice-president and general manager of Addressograph-Multigraph of Canada, Ltd., Toronto, since 1929.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rorer, Editor and President
1908 — 1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager,
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks, Arthur H. Little
Eldridge Peterson, S. E. Leith
Joel Lewis

Chicago: P. H. Erbes, Jr.
London: McDonough Russell

NEW YORK, NOVEMBER 2, 1933

Is U. S. Against Advertising?

It has become increasingly evident in recent weeks that manufacturers who use advertising are failing to respond to the National Recovery Program in the form of increased appropriations because of fear and uncertainty regarding the Government's attitude toward advertising. Recent speeches, past writings of some Government officials, seem, in the main, to be the root of this fear.

Manufacturers are coming to believe that there are some Government officials who would even go so far as to deny them the right to expand their business by means of advertising.

And for this they have good reason. For it is reliably reported that investment advisors have suggested that the stocks of certain

manufacturers should be dropped from investment portfolios because there are Government officials who would have such manufacturers develop a policy of paying higher prices for raw materials, higher wages to labor, maintain present prices to the public and get their profit by decreasing or eliminating advertising!

PRINTERS' INK knows of no one thing that can more greatly retard the Recovery Program than hesitancy on the part of advertisers to seek profitable markets through advertising. Not only does such hesitancy stop the sale of goods but it must within a short space of time raise the cost of advertising to those advertisers who are willing to push ahead and seek wider markets in spite of discouragements created by the attitude of some Government officials.

Then again we face a picture of publishers who see important sources of business dry up. The Security Act, for instance, has practically wiped out all financial advertising. The proposed new food and drugs act, better known as the Tugwell Bill [see page 6, this issue] bids fair to dry up much of food, drug and cosmetic advertising, which is estimated as about 60 per cent of the total national advertising volume of the country.

Publishers face instead of an expanding market for their services, a very much restricted and dwindling market. This is the situation. The Government should become acquainted with it. Someone in authority and in the confidence of the President might well be delegated to learn from advertisers and from newspapers, magazines, radio broadcasting officials, farm papers and business papers, of the uncertainty that exists regarding the future of advertising.

The Government will not have to go very far quickly to learn of the troubled state of mind of ad-

vertisers. Within the next two weeks it will find several hundred of them right at its own doorstep; the Association of National Advertisers meets in Washington on November 13, 14 and 15.

PRINTERS' INK sought advance information on the program for that meeting from the A.N.A. and was informed by its Managing Director, Paul B. West, that the primary reason why the association is holding its annual meeting in that city is because of the fear and uncertainty which exists in its members' minds regarding their rights as advertisers in the future. We suggested that such a meeting would furnish an unusual occasion for Government officials to learn of the importance of advertising and to know and become acquainted with the high type of men who direct it, only to learn that the tentative program already includes a number of high Government officials.

In recent years this association of buyers of advertising has thrown its meetings open more and more to advertising agents, publishers and owners of other advertising mediums. This year, even more than in the past, it is inviting more advertising agents and representatives of advertising mediums. More sessions are being opened to them. And it is at joint sessions of its own members and advertising agents and publishers that the A.N.A. hopes to have Government officials as speakers.

We cannot too strongly urge upon such Government officials as have been invited to address these various sessions to accept and in accepting to realize the important part they have to play which is to make clear the Government's attitude toward advertising, and in no uncertain language.

If the Government is for advertising we should know it.

If it is against it we should know it so that advertisers, peri-

odicals, newspapers, radio and other mediums may prepare themselves to meet the issue squarely.

We Wrestle a Problem

What with one thing and another, we have been too deeply engrossed lately to devote our customarily careful attention to press agents and their works.

And that just shows how relaxation of vigilance betrays you!

Recently, PRINTERS' INK has reported a number of instances in which advertisers have adapted to their uses three certain little ring-tailed animals, together with a slogan-like line that, under the circumstances, it perhaps will be best for us to indicate cryptically as follows: "W--'s a----d of the b-g b-d w---f?"

And now, in the letters column of *Time* up pops a devastating letter from Richard P. Raseman, of Bloomfield Hills, Mich. "I suspect," Mr. Raseman confides to the editors of our esteemed contemporary, "that both you and Mr. Disney are on the payroll of the Common Brick Manufacturers' Association. I have long accused the brickmakers of having inspired the original story, to the disadvantage of the straw-board and lumber interests of the country."

Although it is at *Time* that Mr. Raseman points, we, too, are blushing.

But—and we offer these questions, not in defense, but in extenuation—if Mr. Raseman was right, and if Mother Goose was a plant, just whom *can* we trust?

If we quote the remark that "honesty is the best policy" and ascribe it, as does Bartlett, to Cervantes, will a reader write us that the idea really originated in the mind of a red-headed young man in the employ of the American Surety Company? And, going farther back, if by happenstance we mention Mother Eve, shall we be told that she came, not out of

Eden, but out of a sales-promotion conference of apple growers at Wenatchee?

Or shall we play wholly safe, and at the risk of spreading the impression that at last we've gone sexy, elide all doubtful nouns, whether common, proper, or improper, and all doubtful phrases, and even whole doubtful paragraphs with firmaments of asterisks?

The Labor Crisis

Under present circumstances, labor should not be quite so fighty in exercising its right to strike for better conditions.

Until labor—union labor, if you please—has the common horse sense, to say nothing of the patriotism, to recognize this fact, the country is going to flounder along in the present economic warfare.

We borrow this thought from an address delivered last week before the American Marketing Society by Sherman Rogers, associate editor of *Liberty*.

The point of his argument is that in the National Labor Board at Washington, headed by Senator Wagner—who never thinks twice where the rights of the working man are involved—the unions have a square deal absolutely assured to them. In all this NRA shuffle they got a fairer break than comes to most people. But even if they are not satisfied with it they have the right of appeal to the Labor Board with almost a foregone assurance that almost anything they say goes.

Yet they choose to strike and interfere with the economic machine as it slowly gets under way.

PRINTERS' INK believes that this is the time for President Roosevelt to lay down the law to the labor unions just as he has laid it down to the bankers and some others. This seems to be a matter that can only be mentioned in a low breath, if at all—just as certain politicians are afraid to speak

out above a whisper about the farmer and his sometimes unreasonable demands.

The result is that business waits while labor haggles.

Horror in Hollywood

Came grim reality to Hollywood! Virtue, which up to that moment had been as triumphant as anything, was about to get a sock in the jaw. The wolf—bigger and badder than ever—was at the door.

Down in Washington the President had suggested that movie salaries were way out of line. He had even said something about immaturity. You didn't have to curl up in a corner with your favorite—and only—book to know that he was referring to minds.

Of course, at the last moment the Marines—in the slightly bizarre figure of Samuel Goldwyn—arrived. He said, bless him, that to cut the salaries would reduce the incentive to give all—or nearly all—to art.

So that's that! Hollywood—and the unimportant rest of the country—can breathe more easily. Even though Banker Wiggin gave up his hundred grand, the actors can keep theirs.

Speaking of incentive, what suckers the rest of the population have been all these years. Their ideas of incentive make them look like unimaginative pikers. But, perhaps, there is a great difference between giving your all for art and doing likewise for a coal mine.

Just for the fun of it though, we'd like to see an experiment tried. We'd like to see all the movie stars fired and then allowed to get good and hungry—as hungry, say, as a man who has been on the breadline for three or four hours. Then, we'd like to hear somebody shout "I've got some jobs at \$15 per week."

Maybe Mr. Goldwyn would get a lesson in incentive.



*... depression is vanishing
from this important market ...*

700,000 more workers in employment during the last eight months (nearly a quarter of Great Britain's unemployed)—wholesale prices rising—import and export figures up—more traffic on the railways... the depression is lifting from the concentrated, accessible, market of Great Britain. Now is the time to establish your product, by advertising, in a position from which it will not easily be dislodged. Over the whole of Great Britain the "Daily Herald" enters one home in every five—it has a certified net sale in excess of two million copies every weekday. If you are thinking of extending your business into this compact, responsive, market, the "Daily Herald" will form an essential part of your advertising schedule. For full particulars of rates and distribution—advice and information on any trade or business problem—write to Arthur Phillips, Advertisement Director, "Daily Herald," 67, Long Acre, London, W.C.2, England.

Daily Herald

CERTIFIED DAILY NET SALES EXCEED

2,000,000

The Little Schoolmaster's Classroom

THE advertisement pictured next to this particular section of the Schoolmaster's wandering observations, will not take a prize at any Art Directors' Show. But it is interesting from the standpoint of a change of pace in theater advertisements. In a newspaper in Pittsfield, Mass., although it was all type, with no illustration of semi- or more than semi-nudity, this advertisement for the Strand Theatre "stole" the page.

Even should the Schoolmaster be more intimately acquainted with the principles of showmanship, he must confess that he would be stumped if called upon to set up group listings for classifying radio programs. It is with the thought in mind that a typical classification may be helpful to some members of the Class that he presents one at this session.

This listing of the seven more general types is taken from a classification used by NBC. They are: Semi-classical music; light music; dramatic, comedy and novelty programs, talks and current news.

An analysis of the programs of a number of sponsors, however, makes the use of such classifications, in many instances, arbitrary. A program might be a combination of several elements, in which event, the procedure recommended is to group that program under the type to which it corresponds more closely.

Also of interest to Class members whose business it is to be entertainment-minded, are some of the


Postal Telegraph
THE INTERNATIONAL SYSTEM

AMIS 126 NY BUREAU CALIF 18
BERKSHIRE EVENING EAGLE
PITTSFIELD, MASS.

DEAR EDITOR:

I saw a piece on the front page of The Eagle Tuesday night asking "where's Elmer?"

"Where's Elmer?"

New Wisecrack

BOSTON—"How's Elmer?" and "Where's Elmer?" are the new national wisecracks which returning legionnaires have brought back from the Chicago convention. If conversation lags the current thing to say is "How's Elmer?" or "Where's Elmer?"

Daniel J. Doherty of Woburn, State legion commander, said the wisecrack originated at the 1932 legion convention in Portland, Ore.

"An Iowan legionnaire became separated from his buddy and kept yelling 'Where's Elmer?' and the gang took it up," he explained. "Apparently the country was also discouraged over the depression to take it up after the 1932 convention, but this year people must feel more cheerful because everybody seems to be asking about the whereabouts and health of Elmer."

Seems so some fellas at that there Legion time in Chicago lost track o' me and ain't found me yet. That's funny 'cus I didn't know I was lost at all. Gracie Allen's brother is the only guy I know of that's still hidin' out. But me . . . huh . . . that's a hot one.

Funny part of it is I'm comin' to Pittsfield Friday to prove it. Yessir, you can tell all your readers up there in the Berkshire that I'll be there with my ball team, and say . . . ya know what the fellas are callin' me now . . . not just plain Elmer, but "Elmer the Great."

Even fellas like I has got to have somethin' on the ball to get folks laffin' these days but . . . gee homeat . . . I give I've said more'n a mouthful now and the fellas here in the telegraph office says "who's payin' for this?" so I'll be seemin' ya!

Say, Friday I'm goin' to be at that there theatre that "brings the big ones back!" You know . . . the Strand. Brother, can ya spare a couple o' laffs?

JOE E. (ELMER) SNOWY
First National Studios

statistics covering the New York legitimate stage during the 1932-33 season, as compiled by *The Billboard*. These may hold something of value for those working on radio sponsorship, reviewing the work, as this index does, of theatrical producers and productions.

Outstanding is the demonstrated tendency of producers to close obvious failures as quickly as possible. If a show doesn't "take" its run is cut short. There were eighty-seven dramatic failures during the season as against 103 chalked up the season before, and only ten musical comedy failures as against sixteen the previous season.

How long does a producer give himself to gauge public reaction? Thirty-four dramatic productions

folded up with eight performances or less, while forty-eight more productions were withdrawn between the end of the first and fourth weeks.

Radio program producers and directors might possibly guess the name of the playwright who had the most plays produced during the season but his name should be a surprise to program sponsors. It was Shakespeare. He usually has the most plays produced. For the season reported on his total went up to fifteen.

* * *

Frequently advertising is criticized-bitterly and raucously by the precisionarians as being illiterate, unrheterical and grammatically unruly.

The Schoolmaster has issued forth in a mildly militant attitude on occasion to point out that the same criticisms can be leveled at the lectures of college professors and the manifestoes of lingual purists.

He was interested, therefore, to receive a copy of the October issue of *The English Journal*, the official organ of The National Council of Teachers of English. In it was a letter, from Elizabeth C. MacLearie of the Garfield Heights High School, which the Schoolmaster is going to reprint herewith in part.

"The ever-present problem of the English teacher is that of inducing her students to express their ideas vividly and concretely by means of figures of speech and variety of sentence structure. A year ago, in despair over the apathy and inertness of a slow group of tenth-year students, most of whose parents were foreign born, I evolved a week's unit of work using the vast wealth of advertising material as the text. The students responded enthusiastically, for the straightforward style of writing in the advertisements was not beyond the comprehension of the slowest minds and the brighter students appreciated the pithiness of description. This unit has since made an especially good beginning of the semester's work in theme writing, for there is no waiting for text-books,

and students late in registering can easily catch up.

"The first day's discussion concerned the definitions of simile, metaphor, and alliteration, and the value of figures of speech in the expression of ideas. The next day's assignment was the bringing to class of advertisements illustrating their messages by means of simile, metaphor, alliteration, dialog, verse, humor, historical references and quotations from authors.

"The second assignment, the natural outgrowth of the discussion of the material brought in, was the writing of three original ads using as the dominant means of expression three of the methods discussed in the first lesson.

"The third lesson (perhaps borrowed from the language teacher's lesson plans) was the study of the names of commercial products or companies taken from Greek, Roman, or Norse mythology. These formed the basis for the first informal talks before the class.

"If time permits, the study of coined names such as Kodak and macadamize, with original contributions by the students, may constitute another lesson.

"Thus, at the beginning of the course, the pupils are impressed with the idea of the practical use made of a knowledge of the classics and the value of being able to express their thoughts in clear-cut English, and the skeptical are answered as to the value of the course."

The Schoolmaster ventures the iconoclastic observation that the pupils probably received more instruction and certainly had more fun in studying advertising than in the painful effort to get something out of a few, at least, of the so-called classics.

* * *

A recent report in *PRINTERS' INK* concerning the growing popularity of the five-day week in the advertising business, prompts a member of the Class to send in some additional information regarding this trend.

Reference was made in the earlier report to the fact that a survey by the New York Council of the

DECADE of RADIO ADVERTISING

By Herman S. Hettinger

A book of facts in a field in which very few are available. Types of concerns advertising, types of programs, seasonal use, use on different days of the week and hours of the day—these and many other practical problems are keenly analyzed for the benefit of agency and advertiser whose job is to build an effective radio program. **\$3.00**

ADVERTISING AGENCY COMPENSATION

By James W. Young

The complete Young Report on these vital questions: **Should the commission system be changed? Is the agency profit too high?** Whether you agree with the conclusions or not, Mr. Young's facts are of importance and interest to every advertising man. **\$2.50**
Now in a new, cheaper edition.

THE UNIVERSITY OF
CHICAGO PRESS
5730 Ellis Avenue, Chicago

TO AGENCIES AND THEIR CLIENTS

CONSULTING AND ANALYTICAL CHEMISTS

Analyses Made Formulas Developed

New Uses Fresh Appeals

Research Investigations and

Clinical Testing of Medicines

SPECIALISTS IN

Drugs	Proprietary
Food	Medicines
Toilet Preparations	Essential Oils
Flavoring Extracts	Special Formulas
Beverages	Insecticides

SEIL, PUTT & RUSBY, INC.

16 East 34th St., N. Y. City—ASHland 4-4343

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

American Association of Advertising Agencies showed that in the New York territory eighteen agencies favored closing on Saturday all year round, twelve opposed closing, while nine made various comments indicating open minds on the question. The further data which the Schoolmaster has received show that thirty-four agencies practice some form of Saturday closing.

A questionnaire on the subject sent to fifty agencies brought thirty-nine replies. Only five agencies reported that they were open Saturdays the year round.

Six agencies close the year round. Four others operate with skeleton forces on Saturdays. An additional eight agencies have the five-day week during the summer, during which period fourteen agencies have skeleton forces at their offices Saturdays. Two more, which close during the summer, have skeleton staffs at their offices on other Saturdays through the year.

The Class is also given an insight into the Saturday closing trend among advertisers in the replies of these agencies to what their clients are doing. One agency reported that practically all of its clients close their offices on Saturday; five agencies report more than one-half of their clients do the same; ten agencies report the practice in effect among half their clients; eight agencies report less than half; twelve agencies report that practically none of their clients close.

Under the incentive of the NRA, it is expected, there will be an increase in the number of advertisers who will establish the five-day week. It probably is for this reason that many agencies are entertaining open minds as to what their future policy will be, as borne out by the fact that while six agencies now close Saturdays the year round, eighteen are on record as definitely favoring such a practice.

Nov.

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Magazines, Newspapers and Liquor Advertising

PHILIP KLEIN, INC.
PHILADELPHIA

Editor of PRINTERS' INK:

We are wondering if at this time PRINTERS' INK can help us arrive at some definite understanding regarding the papers that will print liquor advertisements.

Each paper seems to have its own ruling.

Do you know of any list that indicates which papers will and which will not accept advertisements for liquor, wines and spirits?

PHILIP KLEIN.

IN PRINTERS' INK MONTHLY for November will be published just such a list as Mr. Klein is seeking. It will list alphabetically nearly 500 periodicals and newspapers and shows their attitude toward liquor advertising. It will be up to date, the last addition having been made on the day the MONTHLY went to press. The title of the article in which the list appears is "Who Will and Won't Accept Liquor Advertising?"—[Ed. PRINTERS' INK.]

New Addresses

Donahue & Coe, Inc., will be located in the Paramount Building, New York, effective the early part of November.

Ralph J. Knight, photo-retouching, wash drawings, etc., 11 West 42nd Street, New York.

Visual Training Corporation has moved its headquarters from Cleveland to 50 West 57th Street, New York.

Stephen Slesinger, Inc., now located at 250 Park Avenue, New York.

C. F. Hatch Company, Lowell, Mass., creator of packages, has opened a New York office at 122 East 42nd Street, New York.

Healy with Hicks

Joseph F. Healy has joined the Hicks Advertising Agency, New York, as account executive.

YOU MAY BE THE MAN

It may be one man—possibly a group of men—who can produce advertising accounts of sizable billing—men who seek to enlarge their scope—to give greater force and action to their ability—to enjoy greater freedom from old hide-bound methods of procedure, thereby rendering a greater service to accounts they serve.

To such we offer a front line, nationally recognized agency with A1 credit rating of twelve years' operation.

We seek to enlarge our activity thru additional man power and increased billing to the end that we may render to clients an expanded concept of true Advertising Agency Service.

The members of this organization have been advised of this advertisement.

All replies held strictly confidential. "M," Box 122, Printers' Ink.

Editor—Advertising Manager

Widely experienced editor, contributor, advertising writer and executive, would assume editorial or advertising responsibility, or both. References prominent editors, publishers, agency principals. Whole or part time.

Address "L," Box 121, Printers' Ink.

Spirits

For November
Is Out

Request a copy of the second issue of the First Business Paper of Whiskies, Wines and Kindred Products. SPIRITS, 220 East 42nd Street, New York.

Fred A. Wish Inc. 12 E. 41st St. N.Y.C.

Cartoons especially prepared for publication and all other advertising usages Send for List of Cartoonists!

When Mistakes Are Excusable

THE BETTER BUSINESS BUREAU OF
NEW YORK CITY, INC.
NEW YORK, N. Y.

Editor of PRINTERS' INK:

I am writing to express my personal appreciation of your editorial which was entitled, "Real Help for NRA."

I look upon this renewed expression of faith in the Better Business Bureaus, on the part of PRINTERS' INK, as a distinct contribution to the truth in advertising and fair competition work which the Bureaus have for nearly twenty years been endeavoring to do.

In this day of the New Era and the New Deal, not to mention the long, long trail toward recovery, I trust this editorial marks a renewed and active participation by your alert and influential publication in the important work which Better Business Bureaus have endeavored to do throughout the country.

There is always much to be done on behalf of truth and fair play in the use of the printed word of business. In every practicable effort in that direction PRINTERS'

INK has been, and I feel always will be, a strong and esteemed leader.

H. J. KENNER,
General Manager.

* * *

NATIONAL ASSOCIATION OF BETTER
BUSINESS BUREAUS

Editor of PRINTERS' INK:

My attention has been called to the editorial ["Real Help for NRA,"] which appeared on page 101 of the October 5 issue of PRINTERS' INK.

I like the spirit of your editorial, particularly as it refers to mistakes of Better Business Bureaus. We certainly do make some. You know from our past correspondence that I think PRINTERS' INK has made some.

Any individual or organization which is extremely active, as your publication is and as our organization is, will naturally make some mistakes. As long as our hearts are in the right place, there is nothing to get alarmed about. Thanks again.

HARRY VAN HORN,
President.

* * *

Something New for Men

TROUSERS that hold their crease for as much as seven weeks' wear without change of suits, is claimed for clothes made of a new cloth which advertising is introducing to men. The new product, Living Cloth, reaches the public in ready-made clothes through the joint efforts of several companies.

The cloth has as its base, Lastex, a product of the United States Rubber Company. Percy Adamson, inventor of the process for combining Lastex and wool, heads the Adamson Bros. Company, New York, which is sole distributor for Lastex yarns. His company sells mills which weave Living Cloth.

The mills in turn sell exclusively

to H. Daroff & Sons, Philadelphia, who are tailoring the suits and marketing them under their trade-name, Darson. The first advertising to the public appeared last week in full-page newspaper space run by Strawbridge & Clothier. Department stores in New York and Chicago will take space within the next few weeks.

H. Daroff & Sons are advertising the product to the trade in business papers and the United States Rubber Company is planning to feature the new product in rotogravure space. Department store conv plays up the elasticity of suits made from Living Cloth, which stretches 25 per cent and then returns to its original measurement.

Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Direct Mail Specialist plans to develop present small established business into a money making organization. Seeks partner able to invest about \$3,000. Good opportunity for production man. Box 483, Printers' Ink.

HELP WANTED

Wanted: Advertising Agency Man, capable of producing business for medium-sized, fully recognized, financially sound agency. Congenial surroundings, full cooperation. Compensation arrangements flexible. Box 480, Printers' Ink.

Sales Manager. Technical graduate experienced in selling technical products to industrial manufacturing companies. Headquarters Philadelphia. Necessary to travel about half the time through east and middle west. Must be able to direct other salesmen. In reply state age and previous experience. Box 479, P. I.

POSITIONS WANTED

Canada—U. S. trained advertising and sales executive, varied experience, long and successful Canadian record, can do good job for your Canadian affiliation. Box 484, Printers' Ink.

Young Man—A. B. degree, who desires to make beginning in advertising as life-work. Agency association sought where ability and efficiency will win advancement. Box 489, Printers' Ink.

Artist—commercial. Idea and sketch expert, quick, creative. Lettering, Figure, Decoration. Color, black and white, layout to finish. Knows Lithography, Photo Engraving. Box 485, Printers' Ink.

SEASONED ADVERTISING DIRECTOR

Manager of large N. Y. copy, plan, art, and contact dept. I have written and created over \$2,000,000 worth of successful copy and plans. Age 35, Box 488, P. I.

ARTIST—ART DIRECTOR

General Artist, 10 years' experience, with advertising agency, department stores and Engraving house.

Accomplished visual and layout man of high creative ability. Good pen and ink artist equally adept at wash and color drawings.

SPECIALIZING in retouching furniture and mechanical subjects.

Sound knowledge of photography, photo engraving, printing and other advertising essentials. Box 481, Printers' Ink.

Artist. Creative, German training, 5 years' experience, Agencies, Printers, all mediums, AI layout, lettering. Knows production, desires connection anywhere. Box 491, Printers' Ink.

Printing superintendent with 25 years' experience in color, publication, catalogs, etc., wants position. Age 43. Make layouts, composition, imposition. Mid-west preferred. Box 482, Printers' Ink.

Artist with extensive experience in both creative and finished work, and particularly adept in layouts, lettering, booklet and package designing will consider part time service with agency, printer or manufacturer. Box 487, Printers' Ink.

not a hack . . .

Advertising Assistant—Young, energetic, production, copy experience—with great retail-mail order organization. Start at coffee-and-cake salary. 24, college graduate. Box 486, Printers' Ink.

Varied Experience + Ability + Initiative + Ambition Seeks Opportunity. Agricultural experience up to age twenty; Eight years as merchandise manager and buyer of department store in small city. Three years sales work. Traveled considerably. Close reader on finance. Enjoys research, statistical, advertising and saleswork. Advertising trained. Salary secondary to opportunity. Employed. Willing to go anywhere. Age 31. Box 76, Delanco, N. J.

Capable woman who for personal reasons left well-established position to come to New York, wishes connection as assistant to executive in large advertising department or small agency. Experience includes newspaper, dealer, direct mail, outdoor advertising; windows, customer-employee house organs; secretarial and considerable unofficial personnel work. Interested in any opportunity where my particular experience and ability will fit in. A short interview will disclose whether it might be in your organization. May I have an appointment? Box 490, Printers' Ink.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.



Victor Dog Shakers

NIPPER, the famous Victor dog, is now taking his place on dining tables in thousands of homes.

As a special gift the RCA Victor Company is offering a pair of dog salt and pepper shakers in national advertising. They are modeled in Lenox ware and may be obtained by sending a coupon and 10 cents to cover half the cost plus mailing.

While it is too early to report any complete results, Pierre Boucheron, general advertising manager of the company, informs **PRINTERS' INK** that, "we are literally being swamped with coupons."

After the salt shakers have been forwarded, the coupons are passed on to distributors, who in turn, see to it that dealers follow them up as leads.



Death of C. F. Abbott

CHARLES F. ABBOTT, executive director of the American Institute of Steel Construction since 1923, died last week at New York, aged fifty-seven.

His entry into trade association work was preceded by many years of work as sales manager in various industries. He was for several years general sales manager of the Flintkote Manufacturing Company, Boston, later becoming assistant general manager in charge of sales of the Art Metal Construction Company, Jamestown, N. Y.

Subsequently Mr. Abbott was appointed director of publicity and commercial research of the National Aniline & Chemical Company.

He acted as an unofficial adviser to both Presidents Harding and Coolidge during their administrations, counseling them on matters which concerned the steel construction industry. Mr. Abbott was a former president of the American Society of Sales Executives and, at the time of his death, was vice-president of the National Council of Traveling Salesmen's Assn.

“ “ *Cut Your Slice With Direct-Mail Advertising!*

TURKEY! That's what the business man wants this year, with plenty of gravy!

But how are you going to cut your slice?—

Other firms are doing it right now with Broad­sides, Folders and Booklets, printed by Charles Francis Press.

Business is better for many firms, thanks to our direct-mail service, which includes ideas, copy, layouts and high-grade printing.

AN interview costs you nothing! Don't let your competitors grab all the turkey!



CALL MEDallion 3-3500
TODAY!



CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK

● The Chicago Tribune leads all Chicago newspapers in **department store lineage** for the first ten months of this year.

